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How I.D.G. Builds Knowledge-Based Brands on Seven Continents

by

GLENN RIFKIN

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How I.D.G. Builds Knowledge-Based Brands on Seven Continents

This publishing and research company creates high-performance brands in country after country. It does so by sticking to its entrepreneurial roots.

By Glenn Rifkin

WHILE TIME-WARNER INC., the News Corporation, the Hearst Corporation, McGraw-Hill Companies and Dow Jones & Company grab all the attention when people are discussing media and publishing empires, one Boston-based company has remained largely off stage: the International Data Group. For the past 35 years, though, its founder has made prescient bets and built enduring brands in the world's fastest growing industry.

Targeting the nascent information technology marketplace in 1964, I.D.G.'s founder, Patrick J. McGovern, foresaw a burgeoning global marketplace for computers. Fresh from the campus of the Massachusetts Institute of Technology, Mr. McGovern predicted a growing audience for information about technology, along with computer vendors anxious to reach that audience.

Today, at 61 years old, Mr. McGovern is a billionaire and I.D.G. has mushroomed into a company with some staggering statistics: 1997 reported revenues of $2.05 billion, 9,000 employees, 290 computer newspapers and magazines published in 75 countries (including its signature brands: Computerworld, Infoworld, PC World, Network World and CIO). The company's market research arm, the International Data Corporation, operates in 41 countries and within more than 500 market segments. Its nine-year-old publishing venture created the hugely successful "For Dummies" series that started with how-to books for personal computer users and now includes more than 350 titles and 50 million books in print. Then there are its 225 Web sites and a profitable trade-show business responsible for about 100 media expositions.

Glenn Rifkin has covered technology for The New York Times and has written for the Harvard Business Review and Fast Company. He is co-author of the forthcoming book "Radical Marketing," to be published by Harper Business in February 1999.

Even within the world of trade publications, I.D.G. has an international presence that dwarfs its nearest competitors: Ziff-Davis Inc. and CMP Media Inc.

The formula used to create such success is unusual. For example, I.D.G. is the only major media company exclusively focused on information technology. While competitors, including Cahners Business Information and Ziff-Davis, have viewed information technology as just one market segment, I.D.G. has strayed little — thereby creating a vast and loyal base of readers and advertisers.

AN INTERNATIONAL CONFEDERATION

The affable but enigmatic Mr. McGovern has created a loose confederation of independent businesses built on individual brands. While competitors concentrated on the 80 percent of the world's technology business that was based in the United States, Mr. McGovern created a global business structure. He started doing business in China in 1978, for example, and now I.D.G. is the largest international publisher in a country that promises to become an extremely lucrative market in the 21st century.

At home, before the options-based Silicon Valley business model became de rigueur, Mr. McGovern built a large and loyal staff with lucrative bonuses and a widely praised employee stock option plan that has made hundreds of long-term employees millionaires. In the process, he erected an empire with high barriers that would keep competitors at bay, all while remaining disarmingly conservative in style, decidedly unlike Rupert Murdoch or Ted Turner.

I.D.G.'s decentralized management structure is legendary in high-tech publishing. Mr. McGovern keeps a tiny corporate staff and makes individual business units responsible for their own bottom lines. As a corporate entity, I.D.G. is kept in the background in favor of building the brands of the individual publications and research business units. Mr. McGovern, though, keeps tight control of strategic planning as head of the company's executive committee. He easily disposes of some business plans, while favoring a "let's try it" approach (one of his 10 corporate values) to preserve products that to others appear lifeless.

For example, he poured tens of millions of dollars into a personal computer publication called Infoworld for more than a decade, even though it initially showed lackluster results and his staff advised him to fold it and acquire an existing publication such as Byte magazine. Today, Infoworld is the company's most profitable product, which easily competes in the desktop computing market against the Ziff-Davis publication PC Week. Though his "loose/tight" management style has sometimes confounded employees, in the end, no one can argue with Mr. McGovern's brand-building skills.

BRAND-BUILDING LESSONS

Kelly Conlin, I.D.G.'s president — a Harvard University graduate who tried journalism first at The New York Times and CNN — has spent the past decade working closely with Mr. McGovern. He notes that there are five key lessons Mr. McGovern has taught him about building brands:

1. A brand must be built globally. In I.D.G.'s market, a domestic brand is a limited brand.
2. Brands need champions — people who are passionate about the brand and who can act as articulate spokespeople for the brand. They must always be looking for the next opportunity to extend and nurture the brand.
3. Brands require creativity. Brands cannot be put in a straitjacket and locked into place, but must be intelligently extended.
4. The organization must share its best practices. There is no monopoly on innovation. A company needs a system and mechanism in which a good idea can be replicated quickly throughout the brand family.
5. There must be a brand point of view — a consistency and rigor to the branding process. The "let a thousand flowers bloom" point of view will not work. There has to be a plan for the brand and brand stewardship on the part of company executives.

With these tenets as a foundation, I.D.G. has nurtured a set of brands that have thrived — domestically and globally. The I.D.G. corporate brochure, with postage-stamp-sized covers of all its international publications, stretches out to more than five feet. A new I.D.G. publication is introduced somewhere in the world

every month. What is most notable is that each country contains the same titles as those found in the United States. Computerworld begets Computerwoche in Germany, which begets China Computerworld, which begets Computerworld Brazil — all independent publications, sharing the same name and target audiences but with locally produced editorial content. I.D.G. boasts that 90 million technology buyers read its publications weekly, a powerful selling message, especially as giant computer vendors such as the International Business Machines Corporation, the Hewlett-Packard Company and the Compaq Computer Corporation start buying more advertising on a global basis. Central advertising buying has been growing 30 percent annually for I.D.G. publications and now represents nearly 10 percent of the company's revenues, up from just 2 percent five years ago.

"If you are driven off a single brand and have a disproportionate amount of your profits in that brand, when the market turns against you, you can see steep declines," Mr. Conlin explained in an interview. "Our approach is not to publish one magazine for all countries. It won't match local customer interest and it creates undue risk for a single product. We believe you have to look at the brand through the lens of the audience you are serving." So today, even while growth in Computerworld in the United States has flattened in recent years, revenues for the Computerworld brand worldwide continue to grow 15 percent annually, and the company estimates that its 47 Computerworlds in 52 countries are read by 12 million technology professionals every week. By comparison, Ziff-Davis's PC Week is published in 11 countries and CMP's InfoWeek in six.

WEAVING A WEB FOR BUSINESS

Because of his early and steadfast commitment, Mr. McGovern has built an international powerhouse that can now leverage its global ubiquity as a major competitive advantage on the Internet as well, offering hundreds of locally run Web sites with the ability to share data and resources.

While I.D.G. publications are part of a broader family, they are not tightly managed in a central fashion, Mr. Conlin says. "We're not Clorox bleach," he states. "We don't have a three-ring binder of all the rules for the brand. But there is a consistency in how we manage the brand. It's network driven rather than hierarchically driven."

Mr. McGovern believed early on that the only way to be effectively responsive to a market was to have local managers running the show who could make decisions quickly without having to rationalize every move to a central authority. Thus, the network that drives the brand is self-policing and responsible for that brand. "What gives a brand great value is to have teams of people who spend all their time focused on that one product," Mr. McGovern says. "In that sense, we're more like Procter & Gamble. Buyers of soap can't tell you who the parent company is and our readers generally don't know what I.D.G. is."

Leveraging brain power is a major benefit to the brand. Country managers meet regularly and share ideas and content in a way that competitors can only envy. Three years ago, I.D.G. initiated its Global Product Support Centers, where managers of different publications come together to share best practices and new ideas. In this peer-oriented, sharing culture, good ideas get replicated quickly around the world. PC World Germany, for example, completed a brand awareness survey two years ago that included interviews with 10,000 desktop computer buyers who were asked to rate the best brands among Dell, Compaq, I.B.M. and others. The survey proved to be a useful tool to the computer vendors in understanding the needs of buyers and resulted in increased advertising revenue for the publication. The idea was presented at PC World's Global Product Support Center and was quickly adopted by five

"What gives a brand great value is to have teams of people who spend all their time focused on that one product," Mr. McGovern says.

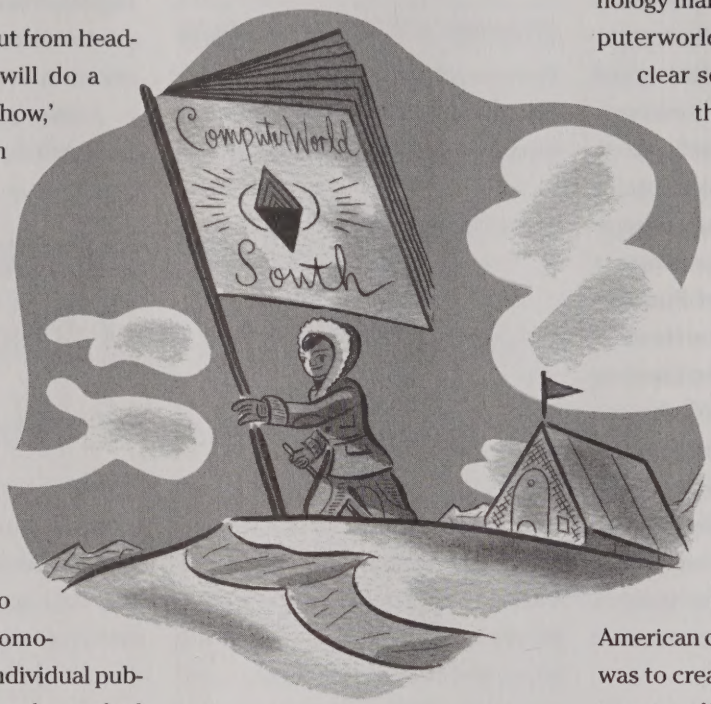
other countries. The following year, 15 more countries joined in. The results, which were positive for each individual country publication, coalesced into a 20-country PC survey that I.D.G. can leverage widely with its advertisers.

"If we sent a note out from headquarters saying, 'you will do a brand survey and here's how,' we would have gotten nothing but resistance and reasons why it wouldn't work," Mr. Conlin says. "This process is driven instead by market needs and by peers."

I.D.G.'s Market Services Group also leverages its global presence by bringing together advertisers who sponsor worldwide promotional campaigns with individual publications. I.B.M., for example, worked together with Computerworld to create its Global Innovator Series, an editorial project in which computer innovators in 25 countries were identified and profiled in an I.B.M.-sponsored special issue. In this way, the whole becomes more than the sum of its parts.

CLAIMING THE LAST CONTINENT

The breadth of the I.D.G. concept and empire captivates Mr. McGovern. In 1997, he trekked to Antarctica, braved hurricane-force winds and camped in a tent in temperatures of 40 degrees below zero, in order to introduce Computerworld South Pole. This made it possible for him to brag that I.D.G. had a presence on all seven continents on earth — a bit of well-earned showboating and the culmination of a dream even he could not have had 35 years ago.



A genius, some say, is a rising market — but you have to see it coming. Mr. McGovern started his company in a small gray house in Newton, Mass., in 1964. "Pat was absolutely a prophet," says Jack Edmonston, editor of Computer Advertiser's Media Advisor, an industry newsletter. "He saw that the computer would revolutionize the way society functions and never wavered for a second on the idea that computers would become ubiquitous."

The International Data Corporation, Mr. McGovern's initial effort, provided research reports and newsletters to computer users. But Mr. McGovern discovered a more lucrative route to success. Three years after founding the company, he realized computer manufacturers would gladly pay monopoly rents to reach the decision makers in the growing technology marketplace. He started Computerworld in 1967 and instituted a clear set of policies that became the benchmark for I.D.G.'s expanding library of publications.

Computerworld identified a target audience — in the early days of the computer revolution, these were the white-coated data processing professionals who tended to the data entry needs and the care and feeding of the room-sized mainframe computers in American corporations. "Our mission was to create a relationship with that target audience and establish the attributes of the brand," Mr. McGovern recalls. Among the attributes: a trusted product of high quality that would interpret information, make it actionable and stimulate discussion in an expanding community.

Though other publishers such as McGraw-Hill, Cahners and Penton Media Inc. put stakes in the same turf, I.D.G. displayed a tenacious commitment to its core audience that was unmatched. Computerworld quickly became an industry bible and a must-buy for advertisers. Its growth was stunning and fueled the profits for I.D.G. for the next three decades. Though its growth has recently

slowed and current competitive pressures have forced Computerworld to rethink its strategy, the publication remains one of the top four brands in its field, along with sister publication Infoworld and rivals InformationWeek from CMP and PC Week from Ziff-Davis. After Computerworld and Infoworld, I.D.G. introduced similarly successful publications — PC World, Network World, Federal Computer Week, MacWorld and CIO magazine — all of which are the No. 1 or No. 2 publications in their respective markets.

RISK-TAKING ABILITY

In hindsight, it seems like an easy bet. Today, the information technology sector accounts for a stunning 40 percent of all trade advertising revenues, but 30 years ago the future was far murkier. When other publishers wavered or hedged their bets by pushing into other venues, Mr. McGovern stuck with his vision. Each publication would stay with its target readership. Different audiences have different decisions to make, Mr. McGovern reasoned, and he never hesitated to introduce a new publication to address a nascent market.

Tenacious, yes. Willing to take risks, also yes. Mr. McGovern seemed to take ideas further than others. For example, he put the word "international" in his company's title and employed the word "world" in his initial publication. Though others scoffed at the time, Mr. McGovern foresaw a worldwide market for computers and decided early on to plant the seeds of his empire around the globe. Indeed, rather than start other publications in the United States, Mr. McGovern's priority was to take Computerworld to other countries and start the same publication overseas. "It was absolutely unique," says Mr. Edmonston, a former I.D.G. executive. "Nobody was doing that then, and he didn't license the publications. He owned wherever he could."

The business model was consistent, according to Bill Laberis, a former editor of Computerworld who now runs a custom publishing business in Holliston, Mass. Mr. McGovern would find a publisher that was successful, take brands established in the larger countries and plant those brands in the smaller countries. Because he was a hands-off manager, Mr. McGovern would allow successful local publications to operate under their original brand names, but he also nudged them to take advantage of the brand power of I.D.G.'s publications. Data News, for example, was Brazil's top computer publication and a part of the I.D.G. family. It kept its own name for years after Mr. McGovern acquired it, but in 1991 the publication changed its name to Computerworld Brazil and revenues jumped 50 percent in a single year. Similarly, an Apple publication in France called Golden changed its name to MacWorld France and saw an immediate spike in advertising and subscriptions.

Mr. McGovern started his first overseas publication in Japan in 1971 and ventured into China seven years later. China Computerworld started in 1981 and is now the dominant computer publication in that vast market. Mr. McGovern was recently awarded honorary citizenship in China for 20 years of doing business there and was given a Chinese passport. So successful has I.D.G. been in China in recent years that the company has been approached to use its infrastructure there to publish such consumer brands as Esquire, Cosmopolitan and Men's Health.

Like other great success stories, I.D.G. benefited from luck, timing and favorable business conditions. Mr. Edmonston points out that as I.D.G. continued to grow in the 1970's and 1980's, giant rivals such as Cahners and McGraw-Hill tried to compete for what was obviously a lucrative market. But as publicly held companies competing against the closely held I.D.G., they were prisoners of quarterly earnings numbers and shareholder scrutiny. "When you launched something, every nickel came from the bottom line," Mr. Edmonston said. "It was impossible for them to launch because they couldn't stay with the publications long enough to succeed. They had to make their numbers quarter to quarter. I.D.G. could stick with something until it worked."

OUTSIDE THE CIRCLE

Because of its decentralized nature, I.D.G. has been able to nurture businesses outside its core publishing efforts. One of its early failures, a traveling global computer trade show called Computer Caravan, was reborn years later as a highly successful trade show and conference business. I.D.G. Books, a relatively recent addition to the corporate stable,

Taking the Fear Out of It All

John Kilcullen, the 38-year-old president and publisher of I.D.G. Books, might consider another addition to his hugely successful stable of books: "Brand-Building for Dummies." Over the past nine years, Mr. Kilcullen has done nothing short of revolutionize the book industry by creating a publishing brand built not on the traditional author-based model, but on two catchy title words that speak volumes and, better yet, sell volumes.

The "For Dummies" books, starting with the innovative "DOS for Dummies" in 1991, have fueled tremendous growth for I.D.G. Books, with more than 350 titles and 50 million books in print. The concept has moved from books into CD's, board games and videos — even a television show is being considered. Not surprisingly, competitors have sprung up trying to cash in on the same market.

Fueled by the seemingly limitless expansion of the brand, I.D.G. Books has become a highly profitable, $150 million enterprise. In 1998 it became the first business unit of I.D.G. to offer its shares to the public. Simultaneously, Mr. Kilcullen has himself become a media darling, a brand-builder extraordinaire who has been written up in People magazine, Time magazine and The New York Times.

All this seemed like a pipe dream back in 1991. I.D.G. Books was a struggling startup venture within I.D.G., publishing uninspiring technical books, when Mr. Kilcullen remembered a dinner conversation with a friend a few years earlier. His friend had been in a bookstore and overheard a customer asking for a how-to guide for Microsoft's DOS operating system. "I need something easy for someone like me, you know, like DOS for Dummies."

has flourished due, in no small part, to Mr. McGovern's willingness to nurture an entrepreneurial environment. Its research arm, I.D.C., which was the company's first business unit, has grown into a $125 million worldwide brand, the leading information technology research company in the world. I.D.C.'s 500 research analysts produce widely quoted market numbers, industry forecasts and analysis. Competitors such as Dataquest Inc. and The Yankee Group have been acquired and subsumed into advisory companies such as Gartner Group.

Like its sister business units, I.D.C. is extremely focused on preserving its high-profile brand. "We invest a lot in maintaining that brand," says Kirk Campbell, president and chief executive officer of I.D.C. To that end, I.D.C. does more primary research than its competitors and produces more than 300 end-user and channel surveys each year. In a business where a high profile translates into revenues, I.D.C. actively encourages its research analysts to develop press contacts. Mr. Campbell boasts that nearly one-third of all information technology press quotes come from I.D.C. research analysts, and he has hired a public relations company to tout the company's Internet research. Although these research analysts are not directly compensated for being quoted in the press, such contact is tracked carefully, according to Mr. Campbell. "In the long run, we do expect that if a person is going to be a research guru, they need to provide quality research, give speeches and get quoted in the press," he says.

Unlike its parent company, I.D.C. operates as a single global business with offices in 41 countries and nearly 800 employees worldwide. In the decade that Mr. Campbell has run I.D.C., the research company has developed more joint projects and conferences with most of the company's

The name stuck in Mr. Kilcullen's head, and by 1991 he realized I.D.G. Books needed some radical thinking to break out into a viable business. Mr. Kilcullen had worked for a year on Madison Avenue for a leading ad agency and had been highly influenced by the lessons in building brands and establishing consumer markets. His conversations with colleagues at I.D.G.'s many successful publications kept coming back with the same message: The dummies approach was demeaning and not in concert with the company's image. They suggested titles such as "The PC World Guide to DOS."

Like other successful entrepreneurs, Mr. Kilcullen followed his own instincts. He had always wanted to create a consumer business and here was an untapped opportunity. "Let's get the masses tuned in to the computer revolution," he said. The dry instructional books on the market were cumbersome, serious and unfriendly. With a little comic relief and the right attitude, a how-to guide could break out of the pack.

He found an author, Dan Gookin, and then created the template. The book would make a statement about learning in the morass of technobabble and undecipherable product documentation that characterized the computer marketplace. It would work on a simple customer premise: "You're smart but you're being made to feel dumb. Let us help you in plain, simple English and not take ourselves too seriously." The premise struck a deep chord with buyers both within the computer industry and out in the consumer marketplace.

"DOS for Dummies" was published in late 1991 despite the misgivings of Patrick J. McGovern, I.D.G.'s chairman, and other company executives who felt that the concept flew in the face of conventional wisdom and that the title might be too demeaning to customers, the information technology professionals who read Computerworld and other serious industry journals. But as Mr. Kilcullen recalls, to his credit, Mr. McGovern stuck to one of his 10 corporate values and said, "Let's try it!"

The initial print run was 7,500

top publications than in the past. Mr. Campbell noted that because I.D.C. is so dependent on hiring and retaining high-quality people, Mr. McGovern's decentralized, employee-focused strategy has been a key to I.D.C.'s growth and success.

"Mr. McGovern's strategy provides a much higher rate of both employee and customer satisfaction," he says.

INTERNET CHALLENGES

I.D.C., along with I.D.G. companies, has targeted the Internet as a crucial vehicle for future growth. Unlike competitors such as Ziff-Davis, I.D.G.'s approach follows its long-held strategy. Rather than create a single supersite like Ziff-Davis' ZDNET or Time-Warner's Pathfinder, I.D.G. is leveraging its global presence to create a network of resources. IDG.net thus becomes a gateway site to 225 other I.D.G. sites and gives customers both an access point and a navigational tool to get useful information from the company's wealth of data.

With its broad and deep network of companies, I.D.G.'s Web strategy is simple, according to Mr. Conlin: "We looked at the destination supersites that try to satisfy everyone from the chief information officer to the games enthusiast, and in every case study of media logic, the specific always drives out the general."

Like other publishers, I.D.G. is not yet ready to concede the future to the online world. "We don't view this as a transition from one medium to another but rather an extension of the brand from one medium to encompass another," says Rich Mikita, Computerworld's vice president and general manager of new media services. "We don't have a scenario plotted out in which the brand moves from print to online. We see both co-existing in both media for the long term."

In fact, the move to the Web has

and it immediately sold out. The book, with its unconventional, light-handed approach along with cartoons by popular computer cartoonist Rich Tennant, hit at what Mr. Kilcullen calls the crucial psychographics of the customers. Waldenbooks, at the time one of the nation's biggest book retailers, refused to carry the book. So Mr. Kilcullen took a grass-roots approach, went store to store and convinced retailers to carry the title.

He attacked the packaging with the same consumer-oriented point of view. He had read in a Forbes article about how the Detroit automakers used color to elicit emotion to sell cars. He learned that yellow was the most attention-getting color. Black and yellow, it turned out, were used on the international signs for caution, a perfect designation for dummies. And he conducted "the 10-yard test" on the new design. Could a customer see the name from 10 yards away when he walked into a store?

The packaging included elements that would support the concept of the brand. Every cover would look the same with a protest sign and chalk-like, children's lettering to promote the idea "that we're rebelling against incomplete documentation that leaves you frustrated and we want to learn at our own pace," Mr. Kilcullen says.

In developing a distinctive set of marks, Mr. Kilcullen created a trademarked look and feel for the product line and then set out to rigorously promote and protect the brand. It was a work in progress, but Mr. Kilcullen had his own definition for the four P's of marketing: positioning, packaging, point of sale and publicity. At the heart of his strategy was a simple premise: define the market to your advantage.

Brands, he adds, create an emotional link with a customer base. Once that link is established, there is a foundation on which to build. And Mr. Kilcullen built quickly and effectively, staying focused on technology titles but pushing the envelope and moving into uncharted territory for I.D.G.

By 1994, I.D.G. Books had two dozen "For Dummies" titles on the market, all in the high tech-

been a series of fits and starts in search of a winning formula. Mr. Mikita says that initially, Computerworld's site distanced itself from the publication, with an ampersand in front of the name and a message that the Web site was a distinct operation from the publication. "We were diluting the brand," Mr. Mikita admits. The editorial staff wrestled with the issue for many months, trying to retain the positive elements of a separate entity but leverage the strengths of the publication.

"It's important for publications to make their content available in this format," he says. "But to determine what we want the brand to represent in this different [medium] — not just to be a paperless print product — that's a harder proposition." The important question, he adds, is not when will the death of paper occur, but when does the center of gravity shift for the reading audience, and when for the advertisers. "Those questions don't necessarily have the same answers," Mr. Mikita says.

Computerworld's Web site designers realized that most subscribers were not interested in reading the publication online. They wanted access to breaking news, which led to a daily news section; more importantly, they wanted a resource. A search capability through I.D.G.'s vast network of data was critically important, and career-related information such as a job posting and search capability was also a draw. Like other online offerings, the site continues to be a work in progress, searching for a flexible model that will produce revenues and enhance the brand.

The site is advertising driven, says Mr. Mikita, and makes a small profit. He admits that if he were charged back for the editorial content, the site would not be profitable. But such is the benefit of being part of a global publishing empire. The con-

nology sector. The company broke out of that space with "Personal Finance for Dummies" in 1994 and its immediate success convinced Mr. Kilcullen that he could extend the brand well beyond initial estimates without doing damage. Not long after, he proposed "Sex for Dummies" with Dr. Ruth Westheimer as the celebrity author. I.D.G.'s executive committee, which was thrilled with the unexpected success of the series, balked at the move, claiming it corrupted the brand. "People wanted to believe that the Dummies brand stood for one kind of literacy," Mr. Kilcullen recalls. "I said, 'no, the premise is to revolutionize all kinds of learning: sex, sailing, fly-fishing. Any anxiety-producing topic, any need to know, like golf or wine, [was] fair game.'"

In a few years, Mr. Kilcullen succeeded in achieving the brand-builder's dream: becoming part of the popular lexicon. The familiar black and yellow covers dotted bookstore shelves in departments as diverse as gardening, cooking, baseball and computers. The EMI Group approached with a proposed joint venture to market music for dummies (there are currently 26 CD's on the market) and Pressman followed with board games. Music gets the brand into HMV and Tower Records, and toys take the brand into Toys "R" Us. Thus the brand becomes not only the driver of the consumer strategy but of the channel strategy as well. Offers have flooded in for so many different media, including movies and television, that Mr. Kilcullen hired International Creative Management in Hollywood, one of the largest talent and literary agencies in the world, to field offers.

Although the sky is the limit on subject matter, he is quick to point out that I.D.G. Books remains committed to the corporate mission: 290 of the 350 titles are focused on technology, and there are no plans to stray too far. But with the results thus far, Mr. Kilcullen is unlikely to get conservative anytime soon. He points out that he believes strongly in I.D.G.'s corporate values, particularly the unwritten 11th value: It is better to ask forgiveness than permission. SB

tent exists to be leveraged. The mandate is to find the best and most efficient means to do that.

In these early years of the Internet, the value proposition remains unclear. For I.D.G., the Web sites have a direct impact on print advertising. Deals for banner advertising for companies that advertise in print are available, for example.

Perhaps more important, the Internet offers the opportunity to leverage the corporate and individual brands in ways that have not been available in the past. People who read Computerworld, Mr. Mikita says, do not know what I.D.G. is. But online, the product and corporate brands can be linked in ways that benefit both the company and its customers. Computerworld's many global incarnations, for example, can be used to great advantage online, he says, because scale is becoming more and more important in the electronic world.

"The I.D.G. brand is very important to our future online," he says. "It is the only way we'll get credit and share of mind for the audience we command. And with the strategy we have, there is much more incentive for internal sharing because there is no sense of concern or competition among the Web sites about IDG.net. We can all agree on its value."

Pundits agree that it is far too early to declare winners in the Internet wars. Mr. Conlin suggests that the number of hits a site receives is a false measure of success. "We're in the answer business," he says. "For us, it's about how people spend their time. We've measured and we figure that people are spending three times as much time on our sites as on ZDNet, if you add up all our sites. If you save people time, provide useful information and make them more productive, you (can) create loyal readers." SB

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IDG Spain	IDG Spain's Web site wins Index award
IDG	Upcoming training for East Coast employees
IDG	Executive Q&A: IDG President **Kelly Conlin**
IDG	Upcoming events
IDC	Two IDC employees earn coveted Peacock Awards
IDG	Corporate Services Group lists 1998 accomplishments
IDG Bulgaria	IDG Bulgaria raises $3,000 for charity
IDC	Celebrating 10: IDC's **Bruce Stephen**

February 8

Network World	NW's virtual seminars a hit with clients
IDG Taiwan	IDG Taiwan celebrates a decade of success
World Expo/Asia	First Linux Conference set for March 5-7
World Expo/Japan	IDG World Expo Japan finds big opps in small shows
IDG	Upcoming events
IDG	Executive Q&A: IDG President **Kelly Conlin**
India	IDG's Indian licensee honors global IT firms
IDG	Employee referral plan a triple win for IDG
IDG France	Celebrating 10: **Julie Cas**

February 15

Yugoslavia	PC Games Yugoslavia joins roster of IDG gaming titles
ChannelWorld	IDG's channel publications get a site of their own
IDG Entertain. Ver.	GameStar's paid circulation surpasses 300,000 mark
IDG CSG	IDG CSG celebrates Customer Appreciation Week
Mac Publishing	eMediaweekly ceases publication
Channel Serv. Group	Executive Q&A: CEO **Keith Newman**
IDG	Feature: Romance blooms on the Internet for 3 IDG-ers
IDG	Photo contest announced for WAW cover
IDC	Celebrating 10: **Lucinda Borovick**

February 22

JobUniverse	IDG's JobUniverse offers global access to IT careers
WebShopper	WebShopper charges across the net
IDG Expo Manag.	Macworld Expo nixes return to Boston in favor of NYC
ExecuTrain	ExecuTrain opens door to virtual classrooms
IDG.net/Web Pub.	**Laurie Morgan** and **Tiffany Shlain** earn industry recognition
IDG	Executive Q&A: IDG COO **Jim Casella**
IDG Books	U.S. employees eligible for 30% discount on IDG Books titles
IDC Canada	IDC Canada's **Tim Wilson** wins national writing prize
IDG	Contest: Where in the world are these buildings?
~~Web Publishing~~	Two winners selected to receive Webby Award tickets

March 1

IDG Global Solutions	**Joe Levy**, **Rich Marino** tapped to head up IDG Global Solutions
IDG Books	IDG Books sponsors Y2K workshop for nonprofit groups
IDG Books	IDG Books purchases share in new Southeast Asia distributor
PC World	PC World first to top 1 million paid subscriber mark
IDG	Upcoming events
IDG World Expo	Executive Q&A: World Expo President **Charlie Greco**
Internet Ind. Pub.	The Industry Standard hits the roof
InfoWorld	InfoWorld restructures Test Center
IDG	Offline: Cartoon caption contest winners

March 8

IDG Sweden	IDG Sweden publications ink show deal with Miller Freeman
IDG Japan	**Setsuro Tamai**, **Yoshimoto Matsuura** tapped to lead IDG Japan
InfoWorld	IW's WITI FastTrack supplement targets women in technology
IDG Netherlands	Computer!Totaal honors Dutch official at product awards
IDG	Executive Q&A: IDG COO **Jim Casella**
IDG	Travel Update
IDG	Superior performance earn Kim DiClemente, Deb Waters STAR awards
FCW	FCW's **Linda Follin** earns top ranking in IDG phone survey
IDG France	Celebrating 10: **Claire Leroy**

March 15

PC World	PC World takes home Grand Neal Award
IDC	Twelve employees earn IDC Global Fellowships
IW/Solutions Int.	Trio of employees to tackle Alaska Maraton in leukemia fundraiser
IDG Global Comm	IDG Global Comm President **Jeff DeBalko**
IDG	Upcoming events
IDG Books	IDG Books forms publishing venture with Australian firm
IDG	Help wanted: AIDS Walk co-chair
IDG	Celebrating 10: **Jayne Enos**
IDG	Offline: new cartoon caption contest

March 22

IDG World Expo	World Expo organizes LinuxWorld show at warp speed
IDG Spain	Redesigned PC World Espana first to offer DVD-ROM cover mount
IDG Games Media	GameProWorld.com slated for May debut
IDG Games Media	IDG Games Media ceases publication of PC Games
Channel Serv. Group	Solutions Integrator launches SI Impact Awards
IDG Netherlands	Staff organizes charity event at IT show
South Africa	South African licensee launches channel publication
IDG	Executive Q&A: IDG President **Kelly Conlin**
IDG Books	IDG Books employees create Leno For Dummies poster
CIO	Celebrating 10: **Megan Santosus**

March 29

IDC	IDC Directions '99 kicks off annual tour with a bang
IDG Poland	*PC World Komputer* celebrates advertising excellence
IDG Books	IDG Books' new building to house expanding Indy operations
IDG	First international recruitment conference set for April
IDC	Executive Q & A: IDC President **Kirk Campbell**
IDG Books	IDG Books helps train teen to identify Y2K glitch
Network World	NW's **Ann Jordan** earns Q1 President's Award
IDG France	Celebrating 10: **Philippe Mingori**
INSERT	U.S. Update
	PC World trio puts mettle to the peddle
	Annika Alford also plans to complete AIDS Ride
	IDC's **Stephen Drake** raises money for basketball camp

April 5

IDG	**Kelly Conlin** named CEO of IDG
Conf. Management Co.	Third annual Webby Awards honor Web elite
PC World	PC World signs exclusive marketing deal with Office Depot
Network World	Network World seminars take teleconference prize
IDG Germany	Executive Q&A: **Ralph Peter Rauchfuss**
IDC	IDC recognizes Q1 Excellence Award winners
IDG	Contest: winners of mystery building contest
CIO	Celebrating 10: **Rick Pastore**
IDG	Worldwide Recruitment Meeting to be rescheduled

April 12

Philippines	IDG's Philippine publishing partner turns 10
IDG	IDG Web sites explore creative ad options beyond the banner
	Sidebar: Webvertising dictionary
IDG	Business units contribute ideas for creative online ad opportunities
IDG	Executive Q&A: IDG VP Technology **Bob Metcalfe**
Industry Standard	*Industry Standard* takes business press awards
IDG Games Media	Celebrating 10: **John Rousseau**
US Update	IDG Corporate Services Group salutes its IDG clients
	PCW art director earns distinguished service award for artist contract
	Travel Update
	Executive Q&A: IDG President and CEO **Kelly Conlin**
	Marketplace

April 19

World Expo	Revamped Internet Commerce Expo draws crowds to Boston
Publish	**Karl Elken** named publisher at *Publish* magazine
IDG Romania	IDG Romania launches second monthly *CW* supplement
Mac Publishing	*MacWEEK* reappears in PDG format for diehard fans
IDG	Executive Q&A: IDG VP Technology **Bob Metcalfe**
IDG Austria	Computerwelt Online ranks No. 1 among Austrian IT media
CIO	Celebrating 10: CIO Editorial Director **Lew McCreary**
IDG	Cartoon caption contest winners

April 26

IDG	**Pat McGovern** plays key role during Chinese premier's Boston visit
CIO	CIO's **Gary Beach** named to UN-sponsored Y2K assistance program
IDG Sweden	IDG Sweden invests in Internet financial services firm
FCW	FCW charity event nets $33,000 for youth foundation
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
IDC	1999 Information Society Index shows how countries measure up
Network World	Off site: Network World's **Kristin Ashton** makes mark on Texas music
IDG Books	German bookseller wins IDG Books contest
IDG France	Celebrating 10: **Christian Legall** celebrates 10 years of service

May 3

IDG	**Joe Levy** named president and CEO of IDG Communications
IDG	IDG publications dominate annual Maggie Awards
IDG	IDG's **Kelly Conlin** predicts "vigorous competition" with new CMP owner
Lebanon	GamePro Middle East will debut in June
IDG Global Solutions	Global High-Tech Briefings spotlight IDG talent
FCW	Executive Q&A: FCW Gov. Tech. Group CEO **Edith Holmes**
PCW Italia	PCW Italia marks twin milestones
Network World	Network World GPSC meeting provides forum for info exchange
IDG	Offline cartoon contest
IDG	Results of "therein" contest

May 10

IDG	Employee Briefings to be held in three U.S. locations
Network World	Network World clients tune in to virtual briefing
IDG Norway	Computerworld Norge earns design awards in annual competition
IDG Books	IDG Books teams with AOL; announces mini editions
FCW	Executive Q&A: FCW President and CEO **Edith Holmes**
IDG Sweden	IDG Sweden establishes in-house business school for sales staff
Solutions Integrator	Solutions Integrator aims to build a community out of channel
CIO	Celebrating 10: CIO's **Denise Perreault**

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May 17

PC World	Management team will lead PC World Communications
IDG Switzerland	Pctip looms large in small Swiss market
Mac Publishing	Macworld launches comprehensive online buyer's resource
IDG	Media Metrix ranks IDG sites
IDG	New location for IDG employee briefing
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
PC World	PCW team pulls together to land multimillion dollar, 12-month deal
IDG	Employee survey notice
IDG Books	Dummies man at Marathon; Sales Closings for Dummies award Shakespeare for Dummies
CIO	Celebrating 10: CIO's **Mary Lester**

May 24

IDG Denmark	Dannish channel pu rounds out product line in Nordic region
IDG World Expo	Visitors, exhibitors give high marks to ComNet Prague
IDC	IDC's Eastern European IT Forum to focus on growth opps
Industry Standard	*Industry Standard* adds marketing excellence award to collection
IDG Spain	IDG Spain No. 1 content provider for Microsoft Spanish portal
IDG Communications	Executive Q&A: **Joe Levy**, president
Games Media Group	Games Media Group signs retail, Web partnership
IDG	Contest: Where in the World? INSERT: Booz Allen: How IDG Builds Brands on 7 Continents

May 31

IDG	IDG announces WebIDG, a major new online initiative
JobUniverse	Fast-growing JobUniverse site publicizes jobs in 8 countries
IDG	IDG, CNN expand strategic alliance
IDG France	LMI's Web site is No. 1 IT site in France
IDG Books	Executive Q&A: IDG Books CEO **John Kilcullen**
IDG	IDG well-positioned to thrive in Internet economy, **Conlin** says
CIO	Celebrating 10: CIO Editor-in-chief **Abbie Lundberg**

June 7

Computerworld	**O'Connor Abrams** named president, CEO at *Computerworld*
IDG	IDG journalists among most influential, according to *MC* ranking
IDG Books	IDG Books, *Reader's Digest* in direct-mail deal
PC Advisor	*PC Advisor* Publisher **Kit Gould** earns Publisher of the Year honors
IDG Books	Executive Q&A: Part 2, IDG Books CEO **John Kilcullen**
IDG	U.S. IS managers emerge from annual meet with action plan
Computerworld	CW's Technical Recruiting Conference series begins this week
Computerworld	**John Corrigan** honored for technical recruiting contributions
IDG	Contest: Cartoon caption contest winners

June 14

IDG	IDG assistance mobilizes Global Technology Corps
IDG World Expo Asia	Vietnam Computerworld Expo targets investment options
IDG New Zealand	*New Zealand PC World, Unlimited* honored at Qantas Awards
IDC	IDC establishes subsidiary office in Finland
IDG New Zealand	Executive Q&A: IDG New Zealand Managing Director **Martin Taylor**
IDG Global Solutions	IDG Global High Tech Briefings probe marketing issues
IDG Books	Dummies authors work the crowd at Book Expo
Macworld	*Macworld*'s Triathlon man **Michael Penwarden**
IDG	Contest: New cartoon caption contest

June 21

IDG Global Solutions	Brand Awareness survey proves worth of advertising in *PCW*
Oy Talentum Ab	Finnish licensee finesses Internet market with mag., Web site
Web Publishing	*JavaWorld*'s talk, news show streams onto Web
IDG New Zealand	Executive Q&A: IDG NZ Managing Director **Martin Taylor** (pt. 2)
IDC	IDC launches analyst training series
IDG	Contest: Where in the World winners named
U.S. Update	Travel Update
	East, West Coast training opportunities
	Marketplace

June 28

Int. Publishing Svs.	New IDG Directory goes online
Network World	*Network World* adopts high profile at NetWorld +Interop
IDG	IDG sponsors Channel Focus Europe
IDG Poland	*CW Poland's* Top 200 issue packs a profit
Ukraine	*CW Kiev* turns 5, Ukraine's oldest IT weekly
InfoWorld	Primer: **Barbara Ruffner** discusses circulation basics
IDG	Contest: IDG 2000 Employee Photo Calendar Contest begins
IDG	Trivia contest: NetBowl questions

July 5

IDG	IDG publications sweep ASBPE awards
IDG Conf. Management	Vortex99 trains spotlight on convergence of Net, TV, telephone
IDG List Services	Executive Q&A: IDG List Services President **Deb Goldstein**
IDG Bulgaria	First Bulgarian Banking IT Forum draws a crowd
IDG	IDG Business Unit Directory call for updates
CIO	CIOs take their pick of executive programs
IDG Conf. Management	Demo brand extends to DemoMobile 99
IDG	IDG employees raise money, awareness in battle against AIDS
IDG	Celebrating 10: IDG's **Miriam Karlin**

July 12

Computerworld	11th annual CW Smithsonian Awards honor visionary use of IT
Iran	IDG first IT publisher to sign license pact in Iran
IDG Books	Primer: **Mimi Sells** on public relations
IDC	IDC Excellence Awards for FY99 Q2 honor 29 employees
IDC	European IT Forum will navigate the new economy
IDG News Service	News Service convenes global editorial staff for training
IDG	Contest: Cartoon caption winners

July 19

IDG	International recruitment meeting targets ways to boost ad sales
IDG Books	IDG Books to buy Macmillan General Reference brands
ExecuTrain	ExecuTrain's 250th office opens in Prague
PC World	PC World honors World Class winners
IDC Nordic	IDC Nordic teams up with IDG Denmark's IT Branchen for index
IDG	Executive Q&A: IDG President & CEO **Kelly Conlin**
IDG	European Online Meeting yields tips to help in local markets
IDG Central Svcs.	Spotlight: IDG Mail Services Coordinator **Andy Antioquia**

July 26

Belgium	Belgian licensee enters networking market
IDG Games Media	Games Media Group plays up industry white paper
PCW LA	PCW Latin America announces product awards gala in Miami
IDG	IDG Web publications number 250
PC World	Primer: **Shawne Pecar** on circulation
Solutions Integrator	Solutions Integrator to become Web-only publication
IDC Latin America	IDC LA breakfast briefings showcase IDC talent
IDG	Celebrating 10: IDG's **Mike Malone**

August 2

Mac Publishing	Macworld Expo takes Big Apple by storm
IW/CIO	InfoWorld/CIO ad supplement offers affordable option for startups
IDG Books	IDG Books' **Kilcullen** honored for entrepreneurship
Computerworld	CW in publishing deal with Computing McGraw-Hill
IDG Venezuela	Executive Q&A: IDG Venezuela managing director **Peter Cernik**
IDG	East Coast USPI explores the business of publishing
IDG Books	IDG Books' Mac titles have appeal at Macworld
IDG Hungary	IDG Hungary sponsors sailing regatta
IDG	Contest: Cartoon caption contest

August 9

FCW	FCW marks 10th anniversary of Fed 100
IDG Poland	Fifth ComNet Warsaw sees 10% jump in exhibitors
Israel	IDG signs online-only license with Israeli computer trainer
IDG Books	IDG Books completes acquisition of Macmillan brands
IDG Books	Custom publishing group teams with Epson in printer guide
IDG	Executive Q&A: IDG Chairman **Pat McGovern**
InfoWorld	Lucent customers flock to InfoWorld event at SuperComm
ExecuTrain	Photo: **Axel Leblois** visit Saudi Arabia office
IDG	Celebrating 10: **Laura Sears Brady**

August 16

PC World	PC World CD sets millennial mood
PCW Malta	PC World Malta launches worldwide Y2K resource center
IDG Books	IDG Books reports third-quarter earnings; revenue up 21%
PC World	PC World tops competition in Ad Age 300, moves up in Folio:500
IDG	IDG weathers tech ad page decline better than competitors
IDG Venezuela	Executive Q&A: Managing Director **Peter Cernik**, part 2
IDG.net	Year 2000 World offers online Y2K news, tips in six languages
IDG	Celebrating 10: **Rose Marie Zeno**

August 23

Industry Standard	Industry Standard's 'net Summit draws heavy hitters
IDG World Expo	Second LinuxWorld expo makes IT trade show history
Publish	IDG forms venture with one-time rival to expand scope of Publish
NW	**Thibeault, Gallant** tapped to lead Network World
GamePro	GamePro magazine turns 10
IDG Ventures	Executive Q&A: Managing general partner **Pat Kenealy**
IDG Bks/LinuxWorld	LinuxWorld, IDG Books team up in creation of online book
ExecuTrain	ExecuTrain plans IDG employee briefing to discuss training options
IDG	Celebrating 10: IDG's **Dorothy Cronin**

August 30

PC World	PCW staff volunteer to help San Francisco schools go digital
PC World Turkey	PC World Turkey relaunched; licensee plans additional titles
IDC	IDC has more links to its site than any other market researcher
IDG Switzerland	CW Schweiz set to take light on Swissair
IDG World Expo	World Expo launches company-specific Web site
PC World	PC World circulation rate base is tops worldwide
Computerworld	Primer: CW Editor-in-Chief **Maryfran Johnson** on editorial
IDG Poland	IDG Poland offers DVD cover mount for PCW Komputer
IDG	Celebrating 10: IDG's **Eric Cormier**

September 6

IDG	U.S. Sales Meeting stresses success through "collaborAction"
Network World	**Donna Pomponi** honored for commitment to collaboration
IDG	IDG honors collaborative selling teams
IDG	IDG increases reach to most influential buyers according to Intelliquest
IDG Bulgaria	Profitable CW IT Top 100 supplement is first in Bulgarian market
PC World	Intelliquest study finds PC World reaches more purchase influencers
Industry Standard	Executive Q&A: President and CEO **John Battelle**
IDG	Cartoon caption contest winners

September 13

IDG	Feature: Longtime employees share enthusiasm for corporate culture
IDC	IDC celebrates publication of 20,000th document
The Webby Awards	Webby Awards Inc. is spun off as independent business unit
IDC	IDC names conference room after longtime employee **Larry Bishop**
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
IDG	Contest: Cartoon caption contest

September 20

IDG	IDG announces 3-pronged Internet strategy
New Zealand	CIO New Zealand targets local market's best practices
WebUniverse	JobUniverse.com wins Golden Spider Award for best site
Macworld	Intelliquest study finds Macworld best read computer publication
Computerworld	Executive Q&A: **Michela O'Connor Abrams**
IDG	STAR employees earn recognition for performance
IDC Canada	IDC Canada's **Michael O'Neil** named to board
IDG	Celebrating 10: IDG's **Ken Fuller**

September 27

IDG Sweden	IDG Sweden's *Personal Companion World* targets mobile tech.
IDG Norway	IDG Norway enters IT training market with in-house facility
Industry Standard	*The Industry Standard* publishes biggest issue
FCW	FCW's **Anne Armstrong** appointed CEO of Virginia tech center
IDG Books	IDGB unveils *eBay for Dummies*
IDC	Executive Q&A: IDC President and CEO **Kirk Campbell**
CIO	The Minus Man a positive experience for *CIO*'s **Lew McCreary**
IDC	Celebrating 10: **Vicki Brown**

October 4

IDC UK	IDC's first international subsidiary turns 30
IDC	Ninth annual European IT Forum navigates new economy
Computerworld	Peter Horan named CW senior VP, publisher
IDG News Service	News Service boosts bureau strength
IDG	Pat McGovern profiled in Salon, listed on Forbes 400 list
CIO	Primer: CIO Group Director, art and design Mary Lester on design
IDC	Celebrating 10: Brian Clarke

October 11

IDG	Annual Worldwide Managers Meeting stresses "eIDG"
IDG Books	IDG Books launches *Art For Dummies* at NY book fair
IDG	Managers share great ideas at WWMM
IDG Games Media	Executive Q&A: President and CEO **John Rousseau**
IDG	Chairman's Awards presented at WWMM
IDG	Cartoon caption contest winners
IDG	Employee photo calendar contest winners named

October 18

IDG	All systems go with IDG's IS dept. as Y2K looms
IDC	IDC's Internet forum stresses changing e-commerce environment
Lebanon	*GamePro Middle East* debuts from Nahas Publishing House
IDG UK	IDG sells consumer publishing division in Macclesfield, England
ExecuTrain	Schooner Capital buys five training centers
ITworld.com	Executive Q&A: President and CEO **Bill Reinstein**
PC World	**Phil Lemmons** rejoins PC World
IDG	New cartoon caption contest

October 25

IDG	IDG most-honored IT publisher at 1999 Folio: Show
IDG Germany	IDG Interactive GmbH launches Web-only tech channel
IDG	IDG execs make headlines (**McGovern, Conlin, Shlain, Metcalfe**)
Itworld.com	Executive Q&A: President and CEO **Bill Reinstein**
IDG	Travel Update
IDG Denmark	Celebrating 10: Eight IDG Denmark employees celebrate annivers.

November 1

IDG	IDG helps organize China's largest international trade show
Industry Standard	Industry Standard's Net Returns explores net-related biz challenges
The Webby Awards	Webby Awards invitation wins graphic design award
PC World	*PC World's* art department takes home honors
International Pub. Svs.	Executive Q&A: President and CEO **David Hill**
IDG France	IDG France launches portal site; offers free Internet access
IDG Netherlands	Celebrating 10: **Maya Timmer**

November 8

IDC	IDC launches Magellan, a global Y2K initiative
IDG World Expo	ICe draws crowds to San Francisco
IDG World Expo	WEC to produce Microsoft events in Singapore
Macworld	Macworld participates in largest user group event
IDG	**Pat McGovern** recognized for entrepreneurial leadership
IDG Books	IDGB reports fourth-quarter earnings, revenue up 59%
FCW	Primer: Production Director **Margo Dunn** on production
Webby Awards	Webby Awards "IPO" raises $3,000 for charity
InfoWorld	IW employees raise money, awareness to fight breast cancer
IDG Netherlands	Celebrating 10: **Vincent Half**
	INSERT: Folio Q&A with **Kelly Conlin**

November 15

IDC	IDC showcases worldwide strength in West Coast meetings
IDG Ventures	IDG Ventures announces new $100-million venture capital fund
IDG	IDG's U.S. weeklies, News Service cover Microsoft ruling
IDG News Service	News Service introduces World Beat column
IDG Global Solutions	Executive Q&A: President of IDG Jeff Meers
IDC	IDC recognizes outstanding sales performers at worldwide mtg.
Computerworld	Search on for new president at Computerworld
IDG Spain	Celebrating 10: Francisco Sanchez

November 22

CIO	*CIO* magazine reaches out to Southeast Asia's IT elite
IDG Denmark	IDG Denmark uses daring distribution ploy to promote channel title
IDC Canada	IDC Canada marks 15th anniversary
PC World	*PC World* logs largest average issue audience of 6.3 million readers
Network World	Executive Q&A: Network World President & Publisher **Evilee Thibeault**
IDG	Conference aims to help PR professionals navigate IDG
GamePro	GamePro staff joins search for life beyond games (SETI@Home)
IDG News Service	News Service provides daily Comdex coverage
IDG	Cartoon Caption Contest winners

November 29

Itcareers	Itcareers consolidates recruitment ad sales for CW, IW, NW, CIO
IDG Denmark	CW Denmark staff has Y2K covered
IDC	IDC Latin America marks 10 years
IDG Germany	Computerwoche Verlag transforms *gateway* into *Network World Germ.*
IDG Sweden	IDG Sweden launches IT-focused online investing service
Network World	Executive Q&A: NWW President and Publisher **Evilee Thibeault**
IDC Latin America	IDC Latin America honors outstanding performers
IDG	New cartoon caption contest

December 6

IDC	Online knowledge management system lets analysts share information
IDC	IDC EMEA sales meeting emphasizes sales-analyst collaboration
Network World	*NWW* journalists honored in first PRESStige Awards
IDG	IDG teams with CNN on weekly consumer technology program
IDG	IDG, CNN launch joint volume Web advertising program
IDG	IDG launches E-Business World global network of sites, newsletters
IDG Communications	Executive Q&A: EVP **Joan Kelly**
IDG	European Publishing Institute held in Madrid
IDG Sweden	Celebrating 10: **Martin Wallstrom**

December 13

IDG	IDG publications suppport Microsoft charitable program
IDC	Sales recruits pass muster at IDC's second annual Boot Camp
IDG	IDG teams with Microsoft to produce custom Windows 2000 pub
IDG	Executive Q&A: IDG President and CEO **Kelly Conlin**
IDG	European Online Meeting held in Budapest
IDG	USPI offers whole -business perspective
IDC	IDC's **Jennifer Read** honored
IDG Sweden	Celebrating 10: **Annika Svanstrom**

December 20

YEAR IN REVIEW ISSUE

IDG World Update

4 JANUARY 1999
VOLUME 29, NUMBER 1

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE HTTP://WWW.IDGWORLDUPDATE.COM

From the publisher

Yes, this really is *IDG World Update*.

The design of *World Update* was last refreshed in June of 1994. That effort polished up the major redesign that took place in 1990.

This new design will make greater use of color throughout the issue. Our goal is to make the newsletter more attractive, inviting to read and easier to navigate.

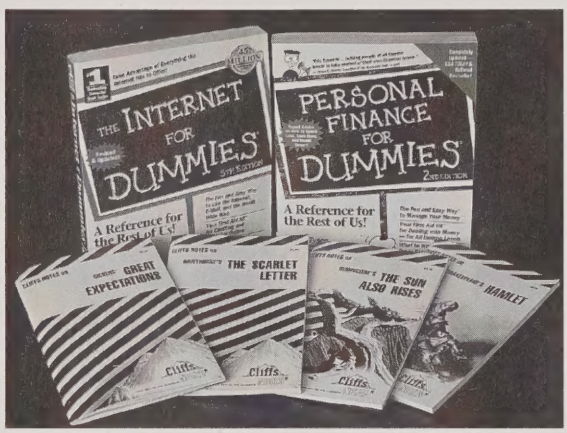
As always, we would love to hear from you. Do you like the design? Do you have a question to ask of Pat, Kelly, Jim or others? Want to brag about an accomplishment of your business unit?

World Update is your newsletter. Talk to us!

David F. Hill
Publisher

IDG Books buys Cliffs Notes study guides

IDG Books last month announced that it has signed a stock purchase agreement to acquire Cliffs Notes, a privately held publisher of literary study guides. The acquisition is valued at approximately $14.2 million.



*IDG Books President **Steve Berkowitz** calls Cliffs Notes a natural fit with the company's strategy of making learning enjoyable.*

"At IDG Books, we have built our reputation on creating best-selling brands that help people make the most of their work and personal lives. Cliffs Notes is a natural fit with our strategy of making learning enjoyable, accessible and affordable in both print and online formats," noted IDG Books President **Steven Berkowitz**. Cliffs maintains an online site at www.cliffs.com.

Founded by Cliff Hillegass in 1958, Cliffs Notes is based in Lincoln, Neb. The company currently publishes some 300 reference titles including its original Notes plus Quick Reviews of high school and college courses, Test Preparation guides, Advanced Placement guides and test preparation software. Among the most popular Cliffs Notes guides are those for The Scarlet Letter and Hamlet, according to the company.

For more information, contact **Mimi Sells** at mimi_sells@idgbooks.com. WU

IDG New Zealand's *Unlimited* charts new territory

*Unlimited Editor-in-Chief **Vincent Heeringa** says Unlimited will serve readers' business needs in many more ways than just print.*

There's a new economy brewing out there and New Zealand business leaders now have a guidebook for it.

Published monthly, *Unlimited* is a glossy, oversize magazine for business and life in the age of the Internet. Variously known as the "intangible economy" the "knowledge economy," or the "creative economy," the new economy is one in which innovation and brains matter more than labor and capital. Knowledge is more important than factories, change is fast and constant, and being wired is part of the plan.

A joint venture between IDG New Zealand and Fourth Estate Holdings, publisher of New Zealand's No. 1 business weekly, *The National Business Review*, *Unlimited* launched late last year with an initial distribution of 25,000 via newsstands, mail and targeted delivery to key business executives. According to Business Manager **Alec Brown**, the company anticipates an ongoing monthly paid circulation of up to 10,000 in the first year.

And while the publication will compete with two existing locally based monthly business magazines, "it certainly doesn't compare!" Brown said. "Both in terms of editorial focus and design it's radically different from the 'traditional' titles. It's like comparing starched collars and pinstripe suits with Silicon Valley casual."

Unlimited's focus is on business, but not the business of managing in the industrial economy with its concentration on management of labor and capital. Rather, *Unlimited*, which sports the tagline "Business with Imagination," focuses on ways of doing business and creating wealth by managing intellectual capital, i.e. the imagination, initiative, enthusiasm, experience and talent of people within an organization.

"*Unlimited* is about the boundless potential for New Zealand individuals and businesses to exploit

continued on page 5

in brief newsworthy

World Expo Readies ICe for Boston

Business-to-business electronic commerce is expected to exceed $175 billion by 2001. And IDG World Expo's Internet Commerce Expo (ICe) "means business – ebusiness." In fact, that is ICe's new motto for its next show, which will be held March 22-25 at Boston's World Trade Center.

World Expo is repositioning ICe as the only event dedicated to ebusiness and Web-based business. "Our new tagline," said World Expo Senior Marketing Manager **Juliana Benson**, "is 'Internet Commerce Expo: We Mean eBusiness.' The theme is Generation 'e,' which means that Internet commerce is changing the face of business and will affect all types of people and all generations and will break the international barriers of commerce and trade. In the past, the show was more broad based in that it was billed as the leading business trade show and conference focusing on Internet commerce, intranets and extranets."

ICe. INTERNET COMMERCE EXPO

Among the scheduled speakers in March are former U.S. Speaker of the House Newt Gingrich; Nicholas Negroponte of MIT's Media Lab, who will speak on "Lifestyle in the Digital Age" and W3 Consortium President Tim Berners-Lee on "The Web Is Changing: What Will Happen to Electronic Commerce?"

According to Benson, Gingrich was chosen because of his long-term support of the Internet. She noted he has not spoken at other IT-related events. "We believe it will be his first public speech after his retirement, plus his first IT speaking event," Benson said. It will also be the first time that Negroponte and Berners-Lee will have spoken at ICe.

The March expo, which is expected to draw more than 12,000 high-level business professionals and more than 200 Internet vendors, will also feature an event area, new to ICe, called the Greenhouse. It will be a section of the show floor focusing on up-and-coming firms in the industry and showcasing innovative products from small companies, user groups and non-profit firms.

The Internet Commerce Expo "Best of" Award program will recognize Best of Class products and will be expanded this year to encompass all of the exhibitors.

For more information, contact Juliana Benson at juliana_benson@idg.com. WU

USPI helps attendees gain "whole-business" publishing perspective

IDG's U.S. Publishing Institute continues to collect rave reviews from IDGers chosen to participate. The recent edition, held in Tyngsboro, Mass., had 22 participants from 16 business units in the U.S., Canada and Spain. Post-institute survey results showed a 30% increase in the attendees' understanding of publishing at IDG from a whole-business perspective, which, along with recognizing outstanding performers at IDG, is the objective of USPI. One participant said that he had "been in management at IDG for several years, but there was a lot I didn't know, and I was pleasantly surprised to learn it."

Front row: ***Julie Lynch****, USPI facilitator;* ***Wayne Silverman****, PCW;* ***Margarita Chiango****, IDG;* ***Debra Becker****, NW;* ***Dan Sommer****, IW. Middle row:* ***John Pickett****, LTI Canada, CIO;* ***Kristen McPhillips****, IDG HRSD;* ***Jeff Langkau****, Federal Computer Week;* ***Alvaro Morenes****, IDG Spain;* ***Anne McCrory****, CW;* ***Patty Reilly****, USPI facilitator;* ***Sara Barnes****, InfoWorld;* ***Fred Kuhn****, FCW. Back row (l to r):* ***Bob Brown****, Network World;* ***Gerry Davidson****, IMS;* ***Brad Thorpe****, IDC;* ***Ed Ramirez****, Web Publishing;* ***David Woodall****, CIO;* ***Rick Broughton****, Computerworld;* ***Lyndsey Pomella****, IDG Travel;* ***Chip Davis****, IMS;* ***Paul Overhiser****, IDG;* ***Randy Ross****, PC World;* ***Brent Markwood****, IDG.net.*

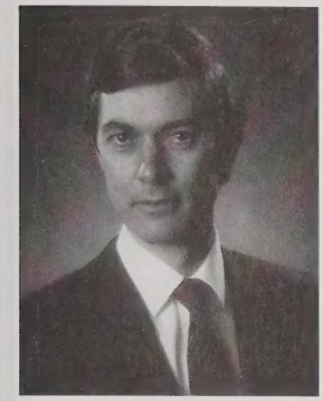
One change at this USPI was the creation and use of a new case study for a publication called "Kava World." **Steve Pelosi**, IDG finance manager, and Training Manager **Julie Lynch** designed the case study to challenge participants to consider the impact of market, economic and competitive factors on all of the major functions of publishing, which is the traditional purpose of USPI case studies. The "Kava World" case study, however, was created to reflect current market, economic and competitive conditions, "which made the case very real to participants and applicable to IDG business units," Lynch said.

Jim Martin, president and CEO of *Computerworld*, and **Edie Holmes**, president and CEO of FCW Government Technology Group, made up the USPI "board" to which the teams made their presentations. "Jim and Edie tested the knowledge and preparation of each team by asking probing questions and offered advice and context that helped to bring the bigger picture of publishing business into focus for the teams," Lynch said.

The next USPI will be in mid-1999 in Half Moon Bay, Calif. For more information, contact Julie Lynch at julie_lynch@idg.com. WU

Q and A executive

Kirk Campbell
The president and CEO of IDC is this week's guest columnist.



IDC at-a-glance

Headquarters
Framingham, Mass.

Employees 700

U.S. offices 8

International offices 45

Mission World's leading provider of IT market data, forecasts and analysis.

FY'98 highlights
- IDC profits increased more than 100% for the second year in a row.
- IDC signed on 380 new companies worldwide for research services.
- Launched industry's most comprehensive Internet research coverage.

Q What are the major ways IDC differentiates itself from its competitors?

A IDC offers the most comprehensive IT research coverage available, since we are the only firm researching every major technology market, namely semiconductors, PCs, servers, peripherals, networking, software, telecommunications, services, the Internet and emerging technologies. In addition, IDC analyzes each of these major technology markets in much greater depth with highly focused ongoing research. Thus, IDC is both wide and deep in its coverage, while other companies do not have a comparable research breadth or focus. Second, our global research coverage is a major differentiator. The fact that IDC is the only company with strong country research operations, as well as regional research centers for North America, Latin America, Western and Eastern Europe, Asia/Pacific, the Middle East and Africa, is a huge advantage with our increasingly global customers. Many IT companies standardize on IDC's market information and their subsidiaries work with IDC at the headquarters, regional and country levels. Finally, we focus a great deal on providing excellent customer service by providing access to the largest analyst team covering IT markets. We regularly receive high marks from customers for providing them with high quality and timely responses to their research inquiries.

Q What happened at this year's Global Research Advisory Council?

A One of the highlights of our year is IDC's annual customer meeting called the Global Research Advisory Council. For the past seven years, we have invited 50 of our best customers from around the world to join with IDC's top managers in an invitation-only, interactive, two-day event at a resort location. This past October we launched a second customer event for 40 of our "strategic" customers (companies with high potential for increased IDC business).

IDC customers attend for several reasons: 1) They have the opportunity to learn about new developments at IDC. 2) They can provide direct feedback to IDC senior managers on what they would like IDC to provide in future. 3) They learn about trends in hot IT market segments. 4) It's an opportunity to network with market research professionals from other companies.

Customers at both meetings praised IDC's new release of IDCNet (our Internet research delivery vehicle), our weekly analyst telebriefings and our new centralized inquiry support group called IDCInquire, which was launched based on feedback from previous meetings. We will be following up on customers' suggestions and communicating back to them throughout the year on our progress in making further improvements at IDC.

Q What's next on the schedule for IDC's new conference division?

A As a result of IDC's strategic planning, IDC launched last year a new conference division with events scheduled worldwide. Our flagship event is IDC's highly visible and profitable annual European IT Forum, which was held last September in Paris with Bill Gates, Scott McNealy and Lewis Platt, just to name a few of the keynote speakers. We launched our first Asia/Pacific IT Forum in Sydney, Australia, in October with Lester Thurow as our keynote speaker and drew a healthy turnout. We are in the planning stages to launch our first Latin America IT Forum next July in Florida.

Our U.S. conference group launched an outstanding Internet Executive Forum in San Jose, Calif., last September. Keynote speakers included **Bob Metcalfe** of IDG and Michael Dertouzos of MIT. The content for this new Internet commerce event was highly rated by attendees. This will be an important annual conference for IDC each September. We also are exploring with *Solutions Integrator* the prospects for a new services conference in the U.S. later this year. In Europe, we have aggressive plans for expanding our conference business. Last month, we completed another successful Banking IT Forum in Rome. Coming up on the schedule are two important new conferences: the European IT Services Forum in Munich in February and the European Telecom Forum in Venice in March. Plus we will be holding the second annual European eCommerce Forum in Monaco in June. So we are off to a great start with our new conference business!

Do you have a question for the IDG executives who alternate with guest columnists on this page? Questions for IDG Chairman **Pat McGovern**, IDG President **Kelly Conlin** and IDG Chief Operating Officer **Jim Casella** may be sent to world_update@idg.com or fax: 617-423-0712. All queries are passed along anonymously.

BabyCenter discount for IDG employees good through Jan. 31

Targeting the $18 billion U.S. baby retail market, BabyCenter last month launched its online store offering over 2,000 baby products, gifts and supplies and product information.

"Time-starved new parents need[ed] a better way to peruse and purchase baby gear, and the Web is the perfect place for them to look for help," said Matt Glickman, BabyCenter founder and CEO.

"To celebrate the launch of BabyCenter's online baby store and to thank IDG for its initial support of BabyCenter, we're putting together a special discount for all IDG employees," Glickman said.

BabyCenter's store is open 24 hours a day, seven days a week and is accessible from anywhere in the world. It currently ships to 200 countries.

Go to <www.babycenter.com>, visit the store, select any merchandise, check out, and when it asks for a discount code, type in "IDG98." This will take 15% off any order over $30. The offer is valid through Jan. 31, 1999.

BabyCenter.com is a thriving three-year-old thank

IDG talks the IT talk and walks the IT walk, but now it's learning baby talk. IDG Ventures L.L.C., the firm's San Francisco-based venture capital arm, has invested in BabyCenter, an online information source and "community" that provides guidance and gear for new and expectant parents.

On the Web at <www.babycenter.com>, BabyCenter was founded in 1996 by CEO Matt Glickman and President Mark Selcow, a former product manager at Amgen, a pharmaceutical company. Glickman, who was formerly with Intuit, Inc.'s Quicken personal finance software team, came up with the idea in 1996 when he was an expectant father. "The number of questions I had was immense," he said. "I saw how the Internet could be a great way to provide up-to-the-minute information." BabyCenter's mission is to build the most complete prenatal and infant resource on the Internet — a resource that can improve parents' confidence and simplify their lives.

A recent review in *The Chicago Tribune* noted that "the site does its job as a Web asset for a targeted audience so well that it becomes an electronic exemplar of what the best and brightest can do to exploit the Internet to its fullest." One feature of the site lets a woman specify her stage of gestation, and the site will then push content to them tailored to the exact week for the remainder of the pregnancy.

BabyCenter also won a 1998 Webby Award for Best "Home" Website, besting offerings from such heavy hitters as *Better Homes & Gardens* and *Disney Blast*.

Pat Kenealy, managing general partner of IDG Ventures, said, "We heard about BabyCenter from one of our portfolio companies' CEOs and immediately liked its management team, who had many of the same qualities of IDG's own entrepreneurs. IDG Ventures saw 2,100 business plans in our first year, all in IT or new media. When you see good guys, you say 'aha!'

"We look for three things in our investments," Kenealy continued. "Big and growing markets, good business models and great entrepreneurs. We knew from the baby magazine business that BabyCenter's market was huge. We liked how the company got revenue out of the market in three ways — advertising, e-commerce and HMO subscriber alliances — and we loved the team."

Kenealy noted that BabyCenter has proved that if someone is a BabyCenter subscriber they tend to call their pediatrician less because they can get information they need online from BabyCenter's

editorial and medical staff and a searchable library of articles.

"Your kid can't sleep? The BabyCenter guys have a solution. They're saving HMO sponsors 5,000 calls a year," he said. "It's an unusual business model. [The HMOs] are looking to reduce the time doctors and nurses spend answering commonly asked, routine questions and so sponsor, and direct customers to, BabyCenter in the process."

According to Kenealy, IDG Ventures initially invested $1.1 million in BabyCenter in September 1997, and another million this October. "We have more than tripled IDG Venture's initial investment — on paper," he claimed. (BabyCenter recently finished a $10 million fundraising round at a share price three times higher than IDG Ventures' original price per share.) "This kind of appreciation is pretty consistent across the roughly dozen companies IDG Ventures has invested in, with a few doing even better and a few lagging," Kenealy noted. "But venture capital is a portfolio business."

Founded in 1996, IDG Ventures made its first investment in early 1997 and now employs 10 people. According to Kenealy, an IDG veteran who has also been the CEO of *PC World* and *Digital News*, IDG Ventures' mission is to increase the value of IDG by making long-term investments in promising IT and Internet start-up firms. BabyCenter is the 11th company in IDG Ventures' investment portfolio, which spans everything from online music sites (Spinner) to publishing software companies (FutureTense).

IDG Corporate Boviard ★★ STAR AWARD ★★ Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year at the IDG Holiday Luncheon in January and at the IDG Corporate Picnic in July. A maximum of three awards are given.

All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, tax and legal; and Tom Mathews, vice president, human resources.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Marketing Services
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax & Legal
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service,
IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Friday, January 15, 1999.
Please use form on reverse side.
Nomination forms may also be found on the CSG Web site:
www.idgcsg.com

IDG Corporate Boviard ★★ STAR AWARD ★★ Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be announced at the annual IDG Holiday Luncheon in January and published in the IDG World Update.

Employee Name: _____

Title: _____

Department: _____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: _____ Date: _____

Title: _____

ALL nominations must be submitted by Friday, January 15, 1999. Send nominations to Eric Cormier, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4600.

Job Opportunities - January 4, 1999

Ad Sales Assistant (CIO)
CIO is looking for a high energy individual to provide sales support to the Austin, TX sales office. Responsibilities will include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 1 year of business experience. *Location: Austin, TX*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-934-4315, Email: alana_jones@idg.com

Meeting Planning Specialist (CIO)
CIO's Executive Programs department is seeking a Meeting Planning Specialist. In this position, the primary responsibility will be to interact with hotel contacts for pre-program planning and on-site implementation of CIO's Executive Programs. This may include: booking of hotel meeting space, planning for security, photographers and transportation, assisting with exhibit services, ensuring proper billing to the master account, creating conference menus and hotel event listings, providing support for host and partner pre-conference requests and questions. Ideal candidates will poses 3-5 years experience in event planning, excellent verbal and written skills, and the ability to work both independently and interdepartmentally. Candidates must also have experience managing events of 400 to 800 attendees, conducting site inspections and interacting with senior level management and major accounts. Travel for site selection and pre-conference planning activities will be necessary. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Intern, Peripherals (IDC)
IDC's Peripherals group is seeking a part time intern (10-20 hours) who will support IDC analysts and clients. This internship will involve conducting market research through discussions with IDC analysts and industry contacts, and Web and CD-ROM searches. Candidate will write a newsletter of industry events. Solid writing skills necessary. Knowledge and interest in computer industry a plus. Knowledge of PC essential. Strong communication skills a plus. *Location: Framingham, MA*
Contact: D. Fagan, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

Group Marketing Manager, Consulting (IDC)
The ideal candidate for this position will be a dynamic, assertive and self-motivated marketing professional with 6-10 years of diverse experience including product and direct marketing as well as marketing communications. This person will focus on IDC's custom consulting services and practice areas. Responsibilities include working with a team of high-profile market analysts and sales staff, positioning products, managing events, writing persuasive press releases, translating technical ideas into compelling marketing messages, developing targeted prospect lists, and writing direct mail and marketing campaigns. Strong organizational, communication, promotional writing, detail, and computer and desktop publishing skills required including Filemaker Pro, Quark Express, Photoshop, Microsoft Word, Excel and Delta Graph . *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

Associate Research Analyst, Global Research Services (IDC)
IDC's Global Research Services Group is seeking a Research Analyst whose job responsibilities will include: supporting production of Worldwide Black Book, IAS, Global IT Survey, and Worldwide Vertical Markets program deliverables, assisting with client inquiry, assisting in the development and enhancement of tools and templates, performing additional desk research to enhance qualitative output of the above deliverables and support on consulting projects as required. The ideal candidate will have a proficiency in Excel and Word, an aptitude in writing, good organizational skills, and the ability to handle multiple tasks in a timely manner. Knowledge of SPSS and IT products and services a plus, but not required. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Analyst, Global Research Services (IDC)
IDC is seeking outstanding individual to join our US based International group. This person will be responsible for providing qualitative and quantitative analysis for the Global Research Services product set and executing international consulting projects for major IT suppliers. This position will include high-level client interaction in both research delivery and business development. Individual must demonstrate a proven track record of working in a deadline oriented environment. The ideal candidate will be a self-motivated individual with initiative and the ability to complete tasks with limited supervision. The position requires someone with strong writing skills in addition to being comfortable working with industry models and economic data. Proven technical skills including working with databases and advanced Excel capabilities are essential. An understanding of the International environment especially with regard to IT marketplace are highly desirable. A degree is essential. *Location: Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

PT Receptionist (IDG)
IDG's Irvine regional sales office is looking for a part-time receptionist. In this position, you will greet visitors, clients and vendors, answer a busy switchboard, deliver and post mail and assist business units with projects. Good organizational, communication and computer skills are required. Ability to run and troubleshoot a variety of office equipment such as copiers, fax machines, Fedex Powership and postage/mailing machines a plus. Hours: Mon - Fri, 1:00 - 5:00. *Location: Irvine, CA*
Contact: J. Stevens, Fax: 949/250-4881, Phone: 949/833-3905, Email: jill_stevens@idg.com

Assistant Editor (2 openings) (Mac Pub)
The ideal candidate for this position will support Macworld Magazine's print and on-line editorial efforts via research, vendor relations, writing and editing. Some of the responsibilities will include supporting section editors by researching, tracking and ordering new products for coverage in the magazine; fact checking articles for accuracy; planning and coordinating demos and visits to manufacturers; writing captions, and articles, and revising screen shots as needed to assist with the art department. This position requires a basic familiarity with the microcomputer industry and its applications; good analytical and journalistic skills, and the ability to work well with others. *Location: San Francisco, CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

Customer Service Specialist (PCW)
PC World's Circulation Department is looking for an enthusiastic, positive individual to help provide top-notch customer service to its subscribers and newsstand buyers. Highly motivated individual will respond to incoming customer inquiries, prepare customer service related correspondence, record and report trends in subscriber questions and complaints, maintain Customer Service Policy manual and act as liaison between PC World Circulation Department and fulfillment house customer service department. Will play a key role in monitoring on-line presence of competitors and assisting in updating and creation of on-line customer service pages with new features and options to meet the goal of providing the best customer service and subscriber pages on the Web. Requires outstanding telephone and administrative skills, strong business writing skills and word-processing and spreadsheet experience. *Location: San Francisco, CA.*
Contact: S. Weisbach, Fax: 415-442-1891, Phone: 415-978-3307, Email: shira_weisbach@pcworld.com

Online Designer (PCW OSG)
The On-line Designer will be responsible for maintaining the overall content design and contributing to the structural design of PC World On-line Network sites. Other responsibilities include updating the existing design and creating subsections within the framework of the page templates. Must have 1-2 years of creative and project management experience as a Designer with significant experience in on-line design. Strong interface design and/or Web site architecture experience, as well as typography, layout and stellar HTML programming and development skills (i.e. tables, frames, GIF89, css, etc.) required. Ideal candidate will have worked as an on-line designer for at least one on-line publication. *Location: San Francisco, CA*
Contact: G. Woo, Fax: 415-442-1891, Phone: 415-267-1756, Email: grace_woo@pcworld.com

Producer, TipWorld (PCW OSG)
The producer will work closely with the Product Manager, Product Development Manager, and Editorial staff to develop, lay out and implement production and delivery of the TipWorld and Dummies Daily product lines. Requires the ability to format text and graphics for on-line display, developing and servicing advertiser areas, testing, copy-editing and assuring quality control across all platforms and coordinating development of on-line areas across multiple platforms. The producer must have knowledge of HTML including the use of forms, tables, frames and some dynamic HTML. *Location: San Francisco, CA..*
Contact: D. Fox, Fax: 415-974-7491, Phone: 415-267-1773, Email: declan_fox@pcworld.com

IDG Ventures

IDG WORLD UPDATE

*The IDG Ventures approach has certainly worked for BabyCenter, noted founder and CEO Matt Glickman (left) pictured with company President Mark Selcow and IDG Ventures' **Pat Kenealy** (holding daughter Audrey, 2). "It's been great working with Pat Kenealy and the Ventures group overall. They're media experts, and they're proven managers with real perspectives on how to grow and run a company," Glickman said.*

Kenealy is one of four partners in IDG Ventures, the others are career venture capitalists Kim Davis and Susan Cheng, and IDG Chairman **Pat McGovern**.

IDG Ventures exchanges advisory board members with IDG's other, older venture capital fund, Beijing-based PTV-China, but otherwise the two funds operate independently from one another. "We want to spend 90% or more of IDG Ventures' capital in the U.S.," Kenealy said. "We don't originate deals in foreign countries any more than we originate deals in 'foreign' fields such as health care, biotech, retail or material sciences. When we look at a deal we look for three things: Is it in the U.S.? Is it in IT? And is it a first- or last-stage company?"

Kenealy explained the latter by saying IDG Ventures invests in companies either in the early or late rounds in the companies' search for capital. "We're not bean counters, we're entrepreneurs," he stated. IDG Ventures will usually invest anywhere from half a million dollars to a couple of million, he added.

IDG Ventures works hard to avoid conflicts of interest with IDG's publishing operations. "We never invest more than 10% or 20% in a single company, and no single investment we make is financially significant to IDG overall," Kenealy noted. "We never reveal to anyone at IDG what firms we're considering. Immediately after we've invested in a company, we notify the IDG Executive Committee. It, in turn, notifies the publishers and editors, and then they make disclosure decisions on a publication-by-publication basis. In a dozen investments over two years, we've never had a problem. Roughly half of what IDG Ventures invests in are things IDG publications would never cover, and IDG has a 30-year history of never mixing business and editorial independence."

BabyCenter claims to host more than 500,000 unique visitors on its site each month, who generate more than 8 million page views per month. Its editorial staff is recruited from print and online parenting and health magazines, and its medical advisory board reviews all of the site's health content. The site offers original articles, current views on parenting, a supportive online community, an online store and interactive tools. These include immunization schedules and calculators for ovulation, pregnancy weight gain and potential college tuitions. BabyCenter also has major corporate sponsors such as General Motors, Proctor and Gamble and Johnson & Johnson looking to leverage their names and products on the Internet. WU

Unlimited

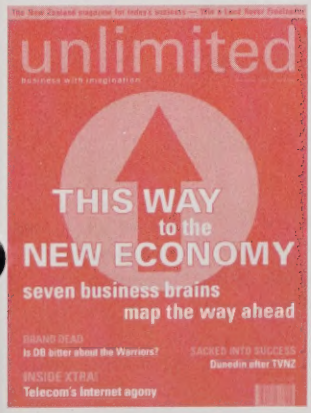
continued from page 1

the world of ideas and innovation, to harness the power of intellectual capital to find new revenue streams and new markets," said Editor **Vincent Heeringa**, a noted business journalist most recently with *The Independent* newspaper.

Heeringa identified three new, fundamental areas driving business today that will shape the editorial focus of *Unlimited*:

- Change in individual work habits, from being a "company man" to being your own man or woman; from working nine-to-five to "working to live."
- Change within companies, from valuing the tangible stuff of bricks and mortar to valuing the intangibles like human capital, brands and company cultures.
- Change powered by new technology, where whole industries such as customer services and e-commerce have emerged through the digital revolution.

According to Heeringa, the magazine's main business articles, at the philosophical and physical heart of the magazine, are balanced front and back by features and columns that recognize that people increasingly are "working to live" not vice versa. A feature in the front called Desire is a decidedly upscale collection of consumer goods (check out Renault's Vel Satis concept car); another section in the back called Payback, explores various ways of having "fun with money and time" (first up: Reykjavík, Europe's most expensive capital and "a town so hip it hurts").



Initial advertiser support has been excellent, according to Brown, who noted that ad agencies have embraced the concept instantly (one agency even took out an ad for itself in the debut issue). Of the approximately 33 pages of ads in the first issue, roughly one-third were IT-related; the remainder included such premium brands as Sony (consumer electronics), Audi, Land Rover and Subaru, a couple of banks, an airline, several telephone companies, leading tertiary institutions and a brewery.

The launch received substantial coverage on national TV (a morning program called Telstra Business prompted a number of prospect calls) and writer **Chris Keall** was interviewed about a Y2K story that appeared in the debut issue.

"All the feedback has been highly complimentary," said Brown. "We've heard things like, 'stunning,' 'fantastic,' 'awesome,' 'you've done brilliantly,' and for once, I don't have to make up the hyperbole!"

For more information contact Vincent Heeringa at vincent_heeringa@unlimited.netnz or Alec Brown at alec_brown@unlimited.net.nz. WU

noteworthy people

Lucanegro

Pfiffner

Colonna

Promotions

InfoWorld Vice President **Phil Branon** is now the magazine's publisher. "Phil's promotion to publisher will enable us to continue to grow sales and revenue at a record pace," said **Stephen Moylan**, CEO and president of *InfoWorld*. "Phil is a champion of customer services. I am confident that our customers will be thrilled by his new appointment. This promotion also acknowledges Phil's notable contributions to *InfoWorld* in the past year, among them our record sales performance in 1998 and the tremendous success of our 20th-anniversary issue, which brought considerable industry recognition and the most ad pages ever sold in a weekly edition."

Pam Fleming moves up the *InfoWorld* ladder from director of marketing to vice president of marketing. "In the short time Pam has been at *InfoWorld* she has quickly built a productive and motivated team of marketing professionals," said *IW* Publisher **Phil Branon**. "Pam has also successfully moved between managing and directing both the strategic and tactical aspects of all marketing initiatives for *InfoWorld*. This includes all our efforts to readers, advertisers and employees. Pam has clearly demonstrated she is a keen strategist as well as a 'get-it-done' executor of innovative marketing programs."

IW's Eastern Advertising Director **Joan Kelly** has been promoted to vice president, associate publisher/East. "Joan's leadership, creativity, and relentless customer focus has helped propel the Eastern Region to all-time highs," said *IW* Publisher **Phil Branon**. "Last year she finished at 123% of plan and was up nearly four percentage points in market share against *PC Week*. Her work as a true leader of collaborative selling across all IDG pubs is well known within IDG and without to our customers. Her energy and team-building skills have allowed her to create a sales team in the Eastern region that respects and admires her."

Formerly *The Industry Standard*'s vice president of sales and marketing, **Cheryl Lucanegro** is now the magazine's associate publisher. "Cheryl's vast technology experience ensures that *The Industry Standard* will continue to provide insightful, timely perspectives on the news, personalities and business models shaping the Internet economy," said Internet Industry Publishing President **John Battelle**.

New employees

Yoshino Uchiyama joins IDC Japan in a dual role as consulting assistant in the Consulting group and a consulting research analyst with the Personal Systems and Communications group. She was previously an assistant account manager with IPR Shandwick, Inc. where she worked in business development for acquiring new IT clients. She holds an M.S. from the London School of Economics with a concentration in analysis, design and management of information systems. Away from the office she enjoys swimming and visiting museums and is proud to have survived three "miserable" British winters.

Technology Analyst **Kevin Railsback** comes to *InfoWorld* from Ziff-Davis' Internet Business where he was associate technical editor. He holds a B.S. in psychology with a minor in computer science from Texas A&M University.

Mary Jansen is *InfoWorld*/InfoWorld.com's new online sales manager. She has previously been online sales manager at AdAuction.com and entertainment account manager at *The Village Voice*. She was awarded a B.A. in marketing from Hofstra University in Hempstead, N.Y. When not working, Mary is outdoors hiking, camping, scuba diving and skiing.

Pamela Pfiffner puts on the editor-in-chief's visor at *Publish*. She was previously at Ziff-Davis' *Equip* magazine and an executive producer at ZDTV. She holds a B.A. in English from Northwestern University in Chicago and a master's in journalism from the University of California/Berkeley. She has walked part of the Inca Trail near Macchu Picchu in Peru, is learning to meditate and likes to chase solar eclipses.

Jane Colonna is *Computerworld*'s newest sales operations coordinator, coming from WAAF-FM radio, where she was a sales and marketing assistant. Jane is planning to return to school for a marketing degree and enjoys skiing, snowmobiling and her dog Sparky.

PC Support Specialist **Paul Rooney** comes to IDC from Network Support Technologies, where he worked on the help desk. He attended St. Michaels College in Winooski, Vt., where he studied biology and chemistry. He recently became a Microsoft Certified Professional for Windows NT. Outside the office he likes to scuba dive and hike.

Shane Peras joins IDC as a senior account executive. He was previously an account executive with the Giga Information Group. He studied business management with a concentration in marketing at Boston's Northeastern University, recently opened a small food-service business with his brother in Southern California and enjoys sailboat racing and snowboarding.

*All business units are welcome to send information for the **Noteworthy** section to: world_update@idg.com.*

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Maureen Burke *Computerworld*

20

Diane Utano *IDG*
Josef Lohner *IDG Germany*
Birte Matsen *IDG Denmark*
Vincente Tardin *IDG Brazil*

17

Bernhard Weeser-Krell *IDG Germany*

16

Joan Daly *FCW Gov't Technology Group*
Steven Brown *InfoWorld*

15

Maristela Santos Oliveira *IDG Brazil*
Pauline Smith *Computerworld*

14

Nancy Percival *Computerworld*

13

Lorraine Witzell *Computerworld*

12

Anne Armstrong *FCW Gov't Technology Group*
Gerhard Rainer *IDG Austria*
Julio Attala *IDG Argentina*
Alda Cristina S. Campos *IDG Brazil*

11

Mary Lester *CIO*
Allison Stamm *IDG Research Services*
Charlie Greco *IDG World Expo*
Erika Schönberger *IDG Germany*
Maria Alice Ramos *IDG Brazil*

10

Maryann Doolin *IDG List Services*
Sonja Lack *IDG Germany*
Yoko Nishii *IDG Japan*
Rose Marie Zeno *IDG*
Kenneth Fuller *IDG*

9

Lisbeth Egeskov *IDG Denmark*
Diana Garza *IDG*
Lillian Richard *IDG*

8

Petr Kubat *IDG Czechoslovakia*
Holger Happner *IDG Germany*
Ralph Peter Rauchfuss *IDG Germany*
Jennifer Schlee *IDG Germany*
Martha von der Soeren *IDG Germany*
Claudia Völk *IDG Germany*
Rebecca Sykes *International Publishing Services*

7

Walter Manninen *CIO*
Suhail Kawar *IDG Global Communications*
Kristen Kim *IDG*
Laura Wonnacott *InfoWorld*
Ute Zirus *IDG Germany*
Ludger Schmitz *IDG Germany*
Ailton Barbosa da Silva *IDG Brazil*
Alison McKenzie *IDC U.K.*

6

Tina Pescaro *CIO*
Cindy Zuck *InfoWorld*
Ursula Grimm *IDG Germany*
Cindy Phipps *IDG Books*
Susanne Winding *IDG Denmark*
Takahiko Umeyama *IDC Japan*
Miya Akatsu *IDC Japan*
Ricardo Pieroni *IDG Argentina*
Fabian Hernandez *IDG Argentina*
John Mulcahy *IDC U.K.*

5

Judith Shapiro *IDG World Expo*
Anne Stuart *CIO*
Dana Gardner *InfoWorld*
Bernd Fenske *IDG Germany*
Andrea Kirchmeier *IDG Germany*
Heike Schöner *IDG Germany*
Vibeke Kloth *IDG Denmark*
Janni Øgaard *IDG Denmark*
Peter Wiwe *IDG Denmark*
Jose Gavilan *IDG Spain*
Janice Wikander *CIO*

4

James Ghirardi *IDG*
Cynthia Laird *CIO*
Andreas Helmiss *IDG Germany*
Monika Tenbieg *IDG Germany*
Ana Paula Motta de Souza Lobo *IDG Brazil*
Terezinha Almeida Omura *IDG Brazil*
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
David Waugh *Computerworld*
Patricia Reilly *IDG*
Robert Gleason *IDG*

3

Viktor Hollmann *IDG Czechoslovakia*
Lucy Cooley *FCW Gov't Technology Group*
Suzanne LePage *International Publishing Services*
David Pellegrini *InfoWorld*
Mario di Meola *IDG Germany*
Christine Kohn-Meier *IDG Germany*
Sabine Prehl *IDG Germany*
Bruno Völk *IDG Germany*
Michelle Vukas *IDG Books*
Joe Pimentel *IDG Books*
Katherine Snell *IDG Books*
Sarah Rehberg *IDG Books*
Martin Appel *IDG Denmark*
Jun-ichi Saeki *IDC Japan*
Kiyoshi Suzuki *IDC Japan*
Emanuela Cella *IDG Italy*
Massimo Cesati *IDG Italy*
Leonard Ganz *CIO*

2

Marek Dedic *IDG Czechoslovakia*
Sherif Gobran *IDG*
Diane Bobbitt *IDG*
Margaret Burns *IDG*
Leilani Duarte *InfoWorld*
Maria Cristina Fuentes *InfoWorld*
Oliver Neumann *IDG Germany*
Andreas Frenzel *IDG Germany*
Anja Kellner *IDG Germany*
Larisa North *IDG Books*
Elisabeth Persson *IDG Denmark*
Vibeke Hastrup *IDG Denmark*
Renata Zilse Pereira Borges *IDG Brazil*
Jun Awano *IDG Japan*
Mathew Heath *IDC U.K.*
Beate Karl *IDC U.K.*
Keith Shaw *Computerworld*

1

Yvona Langerova *IDG Czechoslovakia*
Dagmar Ruscoakova *IDG Czechoslovakia*
Jenean Campos *Conference Management Corp.*
Faith Paternak *IDG World Expo*
Tanya Gump *IDG*
Rebecca Schuett *Conference Management Corp.*
Gary Abramson *CIO*
Kathy Easton *Conference Management Corp.*
Jeanne Gallagher *InfoWorld*
Klaus Plessner *IDG Germany*
Markus Schelhorn *IDG Germany*
Doris Staudacher *IDG Germany*
Nathalie Höhl *IDG Germany*
Carol Noad *IDG Books*
Katherine McGowan *IDG Books*
Kelly Finn *IDG Books*
Matt Martin *IDG Books*
Miguel Opstrup Morthorst *IDG Denmark*
Lotte Mathiasen *IDG Denmark*
Lars Peter Lorenzen *IDG Denmark*
Ruth Guttmann *IDG Austria*
Cecilia Bianchini *IDG Argentina*
Santile Mariano *IDG Argentina*
Fabio Gianzantti *IDG Brazil*
Andrew Brown *IDC U.K.*
Peter Lemon *IDC U.K.*
Stephen Minton *IDC U.K.*
Leane Salmon *IMS/EMEA*
Sujoy Sen *IDC Singapore*
Matthew Duffy *Computerworld*
Teresa Saracino *IDG Italy*

celebrating 10!

Name
Pierre Berger

Home
Maisons-Laffitte, Yvelines, France

Joined IDG France
September 1985, as senior editor (for end-user firms), *Le Monde Informatique.*

Current title
Senior editor, Services, *Le Monde Informatique.*

Most challenging part of your job
Creating, from scratch, an editorial section about a difficult topic. Services cannot be dealt with like products; neither technical specifications nor prices are generally available.

Best part of your job
Human contacts, business model understanding, exploration into a new deep frontier (Services account for half of computer spending, and nobody, vendors included, knows how to talk about it very well).

Career highlight
Creating a discussion group, "Club de l'hypermonde," with weekly meetings and permanent enhancement of its Web server (www.coda.fr/hypermonde).

What's kept you at IDG for 10 years?
The high standard of quality of information and freedom of expression, even when it does not go along with advertisers' interests.

If you could change something about IDG, what would it be?
First, better communication between the journalists all around the world. We have the IDG News Service, which is good. But more cooperation should be possible. And the more so as globalization is more prevalent. Second, an R&D department to explore methodically, and on a worldwide basis, the potential of new information technologies to serve the information needs of our readers.

Interests outside the office
Computers and software, mainly their nature and impact on society and the future. Also geneology (several of my ancestors were printers and publishers, one of them having had his head cut off in 1794 for publishing a too-audacious account about Louis XVI), and spending time with my wife, children and grandchildren.

*IDG Chairman **Pat McGovern** escorts **Pierre Berger** to lunch in honor of his years of service to IDG France.*

What ability do you wish you had?
To be more accomplished in math and deep philosophy.

Your idea of a perfect day alone
A small mountain path on a misty day, with a portable supercomputer and a satellite antenna in my back sack, just between a good bottle of Bordeaux and the sleeping bag.

Fantasy job
Heading a good research lab about Hypermonde. Let's say five mathematicians, five physicians, five psychologists and a good systems engineer. And possibly a psychoanalyst, to avoid turning myself mad.

What is the last good deed you did?
Helped my daughter clean her new flat.

Manager's profile
"Pierre Berger is the most experienced journalist for IT publications working in France. He began to write about IT in 1965. So, it's easy to understand that he represents for us the memory of our industry and, at the same time, a model for the journalists working at *Le Monde Informatique*, especially the younger ones (such as myself, 10 years ago, when I arrived at the journal)."

— François Jeanne, chief editor
Le Monde Informatique

10 years ago this month

Two years after the launch of *Network World,* Network World Publishing Corp. is spun off from CW Publishing Inc. as a separate business unit.

Macworld Expo '88 is the biggest event ever held at San Francisco's Moscone Center. The sold-out expo had 400 exhibitors, 1,000 booths and a record 45,000 attendees.

PC World celebrates its fifth anniversary by paying tribute to its readers; photos of 126 *PCW* readers from around the world adorn the January issue.

IDG **WorldUpdate**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgworldupdate.com.

IDG World Update

11 JANUARY 1999
VOLUME 29, NUMBER 2

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

HTTP://WWW.IDGWORLDUPDATE.COM

IDG flagship sets course for new year

A whole new look for '99!

Computerworld's redesign, being unveiled today, incorporates many classic newspaper techniques. Among them: vertical column rules, a classic headline typeface, stepped headlines similar to those used in *The Wall Street Journal* and *The New York Times*, and a revised photography style that is grainier and newsy looking. See article, page 4.

Computerworld adds 30,000 qualified readers to subscriber file

DAVID WAUGH

Circ's up! ***Lisa Davidson****, fulfillment assistant;* ***Eric Schmierer****, vice president/strategic circulation operations,* ***Paula Foss****, art director;* ***Faith Marcello****, promotions manager;* ***Melanie Guy****, circulation analyst;* ***Maureen Burke****, vice president/circulation and* ***Joanne Boiardi****, fulfillment manager.*

As part of its aggressive circulation growth initiative, *Computerworld* this month will add 30,000 carefully qualified non-paid subscribers to its large base of paid circulation, increasing the publication's total qualified circulation to 200,000. By June 1999, the publication expects total qualified circulation to reach 250,000, an increase of 65% in just 18 months.

According to Computerworld, Inc. President and CEO **Jim Martin**, the growth strategy reflects a demand from advertisers for greater penetration of the top IT sites, the customer's appetite for even more specific reader profiles and buying power data, as well as an internal need for more precise reader information that will allow the publication to more quickly launch targeted product extensions in the future for IT Leaders.

The company will market professional courtesy subscriptions only to those individuals with the highest level of involvement in the buying process as well as those with the highest buying power at the most significant technology-rich business sites in the country, Martin said. "By focusing on the 20% of the market that makes 80% of all the

continued on page 5

Hart Hillman, who recently joined Macmillan Canada as president of its Consumer Publishing Group, was named president of the newly formed company. Hillman previously worked at Prentice Hall Canada.

IDG Books buys stake in Canadian publisher

IDG Books Worldwide last month purchased a 49% ownership stake in a new company to be formed with Macmillan Canada (a division of Canada Publishing Corp.), a leading Canadian consumer book publisher. IDG Books paid approximately $1.7 million for its minority ownership.

Steven Berkowitz, president of IDGB, and Ronald Besse, president of Canada Publishing Corp. (CPC), jointly announced the deal, which will create a new Toronto-based company called CDG Books Canada, Inc. They named Hart Hillman as president.

"This new venture is a great opportunity for us to expand our business in Canada," Berkowitz said at the announcement. "Macmillan Canada has been our distributor since IDG Books was founded, and we have built a profitable working relationship. One of our strategic goals is to expand our global publishing, and we're pleased that our first major endeavor in this regard is with our long-standing Canadian partner."

According to IDG Books Chief Financial Officer **Jim Doehrman**, who helped craft the deal, Canada is the second largest market for IDG Books Worldwide outside the U.S., with net sales in the country totaling more than $30 million to date. "The new company will allow us to more aggressively market our existing titles in the Canadian market as well as facilitate the localization

continued on page 7

in brief newsworthy

Web site expands IDG's presence in Vietnam

With the debut of *PC World Vietnam* in November 1992, IDG became the first U.S. publisher to enter the Vietnamese market. In January 1996, IDG World Expo Asia launched the first annual Vietnam Computerworld Expo, the largest international computer show in the country. Late last year, www.idgvietnam.com went live, providing immediate IT news from the Southeast Asian country.

"Vietnam offered a promising market for major international investment," said **Lam Nguyen**, marketing manager in Vietnam for IDG World Expo Asia. "There is a population of 78 million with a literacy rate of more than 90%, abundant natural resources and cheap labor. Since the introduction of an 'economic renovation' policy in 1988, Vietnam is thirsting for modern technology equipment and information as an important means to advance the country to the same economic status as the neighboring Asian Tiger economies."

PC World Vietnam is IDG's licensee partner in the country and has a staff of 16 in its Hanoi and Ho Chi Minh City offices. The magazine has a circulation of 35,000 and is one of the most successful IT publications in the country, according to Nguyen. "IDG is now a well-recognized publisher and information services provider in Vietnam, and we are the only company of this kind to have a presence in Vietnam," Nguyen said.

According to Ngyuen, IDG has little direct competition in Vietnam. *Informatics and Life* is published by the Vietnam Association for Information Processing. Two trade shows – the annual IT Week show and the biannual Telecomp telecommunications expo – are IDG's only rivals in the trade show arena.

Vietnam Computerworld Expo '98 was the first to receive Trade Fair Certification from the U.S. Department of Commerce. The designation means the event is among a small number of top trade shows to be chosen by the U.S. government as an important platform for promoting U.S. goods and services. (See *IDG World Update*, May 25, 1998.)

"An IDG Asia representative office opened in August [1998], and we are exploring expanding other IDG business units in the local market," Ngyuen noted. "The Vietnam Weekly IT Newsletter at our Web site is one of our first online services for our worldwide clientele base. It offers news clips of Vietnam's IT and telecom business markets."

Ngyuen said the Vietnamese market currently has an installed base of 400,000 computers and a total value of more than US$200 million per year. This accounts for 0.2% of the world market and 1.4% of the Asia-Pacific market. Local market activity breaks down as follows: 80% in hardware and 20% in software and services. The market outside of Hanoi and Ho Chi Minh City, which account for one-third and two-thirds of the market, respectively, is minuscule.

"Industry experts inside Vietnam believe that the overall computer hardware and software market is growing at 25% to 30% per year," Ngyuen said. WU

PC World circulation campaign takes gold at Folio awards

PC World became the gift that keeps on giving and was given an award in the process. In November, the magazine's circulation team of **Lisa Radler**, renewal and billing manager, and **David Cobb**, director of circulation operations, was awarded a gold medal at *Folio:* magazine's Circulation Direct Marketing Awards.

According to **Shawne Burke Pecar**, *PCW* vice president of circulation, *PCW* is not a magazine traditionally given as a gift, such as *National Geographic* or *Bon Appetit*. However, *PCW* subscribers were given the opportunity to renew their own subscription and at the same time give a year's gift subscription. The two subscriptions were sold for the price of one. "It was like giving a gift subscription for free," Pecar said. "The copy and creative encouraged subscribers to renew and give *PCW* to 'someone who uses a computer at work or at home.' We also promoted sending a gift to a friend or colleague or sending an extra copy to the office.

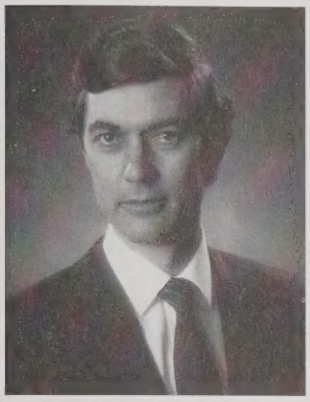
"You're not only getting someone to renew, but you're getting another subscriber," Pecar said. "Every circulation director's dream is to have a magazine that people want to give as a gift. The whole key is to get subscribers to renew and give a gift in the process. Once you get subscribers used to giving a gift, many will renew that gift the following year and add additional names to their gift list," she said.

The Circulation Direct Marketing Awards are sponsored by *Folio:* magazine and recognize circulation professionals and their creative teams for finding better ways to attract and keep subscribers. WU

L-R: PC World's ***Shawn Burke Pecar****, vice president, circulation;* ***Lisa Radler****, renewal billing manager; and* ***David Cobb****, director of circulation operations, show off their latest circulation award.*

Q and A

Kirk Campbell
The president and CEO of IDC is this week's guest columnist. Part 1 of his column ran Jan. 4.



Q When did you decide to drop the "LINK" name in IDC/LINK?

A IDC's research business unit in New York City called LINK Resources Inc. was acquired a number of years ago and focused on emerging technology markets, especially in the telecommunications, small-business and consumer markets with a separate sales force. Over the past several years as technologies have increasingly converged, we have integrated the original LINK Resources research areas into IDC's overall research product offerings with a unified sales force. It also is important for IDC to operate under one brand name worldwide rather than having two brand names. Therefore, a couple of years ago we changed the name from LINK Resources to IDC/LINK to make clear to customers the close integration between IDC and Link. Removing the Link name at the the beginning of this fiscal year simply reflects the full integration of the original LINK Resources acquisition into IDC and the need to have our telecom, small-business and consumer research areas operating under the same brand name as IDC's other research areas.

Q How much of IDC's research is available to customers via the Internet?

A Our goal is to enable customers and prospects located anywhere in the world to find and access our market data, insight and analysis with a single search. Given our decentralized organization, and the fact that IDC produces local — and local language — research in more than 40 countries worldwide, you can imagine that this is quite a challenge. However, we have made significant progress in the last 18 months.

Today, customers can access information produced in our standard worldwide and regional products across all of of IDC's geographic regions, including Western and Eastern Europe, Asia/Pacific, Latin America, the Middle East and the United States. In total, this repository of IT market information contains more than 6,000 research documents. This approach has advantages for IDC's prospects as well: they can surf our public web site (www.idc.com), execute a search on the Year 2000 issue, and purchase relevant research written in the U.S., Italy or Singapore, for example.

Q It seems IDC has been hiring a lot in the U.S. What's driving the hiring boom?

A There are several reasons for IDC's U.S. hiring activity. We recently increased the size of the IDC U.S. sales force from 50 to 75 employees to make certain that IDC takes maximum advantage of customer growth opportunities in FY 1999 and beyond. In addition, we are launching a number of new research programs in 1999 that require new research analysts and managers. Finally, since IDC has approximately 400 U.S. employees, and we have a relatively low turnover rate in the 8% to 10% range, we hire approximately 30 to 40 replacement positions each year.

Q What kind of publishing support do you provide for international offices?

A Employees in offices outside of the U.S. have access to two important tools: 1) an MS Word-based authoring template, called the IDC Research Template and 2) a help guide, called IDC's Research Authoring and Publishing Guidelines, which is available in both hard copy form and online.

We have developed comprehensive analyst training for research authoring and publishing, which will be given on-site in multiple European offices, in Canada, and in the U.S. for worldwide and Latin American analysts between January and April 1999. The training covers IDC's Research Architecture, the template, creating figures and tables, and submission guidelines for publishing to the Web.

Analysts producing regional research receive authoring support (via the template and training), as well as delivery of their information on IDC's interactive product "platforms" (i.e., Internet, intranet, and Notes). In the future, we plan to support local countries in publishing their content in IDC's standard interactive formats.

IDC at-a-glance

Headquarters Framingham, Mass.

Employees 700

U.S. offices 8

International offices 45

Mission World's leading provider of IT market data, forecasts and analysis.

FY'98 highlights
- IDC profits increased more than 100% for the second year in a row.
- IDC signed on 380 new companies worldwide for research services.
- Launched industry's most comprehensive Internet research coverage.

Do you have a question for the IDG executives who alternate with guest columnists on this page? Questions for IDG Chairman **Pat McGovern**, IDG President **Kelly Conlin** and IDG Chief Operating Officer **Jim Casella** may be sent to world_update@idg.com or fax: 617-423-0712. All queries are passed along anonymously.

Comprehensive redesign underscores *Computerworld*'s c to meeting evolving reader needs

COMPUTERWORLD
The Newsweekly for the Computer Community
COMPUTERWORLD IS LAUNCHED
First Newspaper For The Full Computer Community
COBOL, RPG Heated By New Language
DPMA, 1967

The first issue of Computerworld debuted in 1967, just two weeks after IDG founder ***Pat McGovern*** *decided to launch the industry's first weekly publication. The working title was Computer World News, but the night before the paper was going to press, the printer informed McGovern that all those words wouldn't fit across the banner. And thus the Computerworld name was born.*

IDG's 32-year-old flagship is ringing in the new year with a new look from front to back. Based on the most comprehensive set of reader research ever conducted at Computerworld, the new format, being unveiled with today's issue, addresses the clearly articulated needs of readers as well as the goals of the publication's leadership team.

Scott Kleinman, vice president of Computerworld's IT Intelligence Unit, coordinated the exhaustive effort to determine what IT Leaders, *Computerworld*'s target audience, expect from the publication. The results, compiled in a three-inch binder and presented at one of the company's recent operating review board meetings, incorporate the findings from various research projects including:

- CIMS/IntelliQuest.
- A 400-respondent in-depth telephone survey of readers and non-readers.
- One-on-one CIO interviews across the country.
- Feedback from the Computerworld CIO Advisory Council.
- A series of IT Leader focus groups.
- 300 reader calls from the editors of *Computerworld*.
- Recent blind and open readership studies.

Topping readers' list of priorities were the following:

- Deliver more business value in technology stories.
- Provide more information in less time ("brevity and depth").
- Have a distinctive voice, advocate for them, take a stand on key industry issues.
- Tell them what their peers are doing — what they've learned, what works, what doesn't.
- Deliver news in context, not just facts.

In addition, the publication's leadership team had a few goals of its own:

- Position *Computerworld* as a newspaper, not a magazine.
- Deliver a differentiated publication.
- Increase flexibility of topic selection, design and layout.
- Simplify the publication's complex 13-section structure.

The decision to position *Computerworld* as a newspaper, as opposed to a magazine or newsweekly, has resulted in a new format that reduces the number of sections from 13 to three — News, Business and Technology — while increasing the editors' ability to provide content that varies from week to week through the use of "departments" or topic-specific pages within the various sections. For example, if a section editor has a good package of information on supply chain management one week, he can create a department called Business/Supply Chain Management for that week's issue. The next week, a different section, Business/Year 2000 for example, might appear. There will also be a regular series of departments that appear within each of the three newly named sections.

While *Computerworld* has long provided more coverage about the business value of technology –a top concern of readers — than any other weekly technology publication, the new structure emphasizes that coverage by positioning Business as one of the three key sections of the paper, according to *Computerworld* Editor-in-Chief **Paul Gillin**. "It is a powerful statement that we are about business and technology, and the intersection of the two."

Other enhancements include an increased use of content indexing. Not only will the regular table of contents appear on page 3, but each of the section fronts will also serve as an index, allowing readers to more easily navigate within the section. In addition, Gillin noted, the newspaper is increasing its commitment to providing in-depth information through its Computerworld online site, which now provides more than 180 categories of in-depth information and 13 Careers topics. "More Online" throughout

Job Opportunities – January 11, 1999

Account Executive, Events (FCW)
The Account Executive, Events manages a specific sales territory for FCW events, including the Fed 100, Government CIO Summit series, AITG conference series and the GovTechNet International Conference and Exposition series. Territory management includes all aspects of the selling process, accomplished mainly via telephone and face-to-face calls within the Washington DC area (prospecting, identifying and qualifying, approaching, proposing, negotiating and closing sales). *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Sales Representative, Online/Events (FCW)
The position of Sales Representative, Online/Events encompasses two distinct areas of responsibility: 1) Lead the effort to sell fcw.com and civic.com online advertising and to sell the Fed 100 Event tables, with the guidance of senior management. This efforts includes all aspects of the selling process, accomplished mainly via telephone and email (prospecting, identifying and qualifying, approaching, proposing, negotiating and closing sales); and 2) Support the efforts of more senior Events sales team members to sell promotional offerings associated with FCW events (the Fed 100, Government CIO Summit series, AITG conference series and the GovTechNet International Conference and Exposition). *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Telemarketer (FCW)
Part-time telephone sales position responsible for prospecting and selling advertising for new projects in FCW's custom publishing division. Motivated self-starter with excellent communication skills (both verbal and written). Demonstrated strong organizational ability to maintain a pipeline of prospects for each unique project. Persistence and follow-through required to prospect, qualify, approach with proposals and close sales. Prior sales experience and knowledge of computer marketplace preferred. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Technical Analyst (FCW)
Responsible for testing computer hardware, software and networking products using an agreed-upon scientific-based testing methodology, recording test results in the Notes database, and working with the Reviews Editor to ensure that test results are written up accurately. Specific tasks include: helping identify and order products to be tested, performing testing functions on those products (eventually leading specific testing projects), delivering accurate test results and charts to the Reviews Editor, meeting regularly with vendors and attending industry events to stay abreast of market developments, maintaining current technical skills and knowledge through training and reading industry literature, serving as in-house expert on specific assigned products and tracking new releases for review. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Regional Sales Manager (IDG Games Media Group)
Sell print and web advertising in the Eastern region, cultivating new business opportunities & expanding existing accounts. This manager will supervise a Sales Associate and manage the territory for the GamePro publication in a satellite office environment. Requires 5 years proven ad sales experience and ability to provide superior customer service. Must be dynamic, self-starting, detail-oriented team player who excels in fast-paced, competitive & FUN sales environment. The ideal candidate may have worked in a consumer independent rep environment, managing multiple properties. *Location: New York*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Intern, IT Advisor (IDC)
The successful candidate will be responsible for conducting primary and secondary IT-related market research in the IDC library and/or through discussion with IDC analysts and industry contacts. Will interact with clients within IT organizations, computer vendors, and industry professionals over the telephone as necessary. Will work on various projects. Requires a highly motivated individual with the ability to work independently, computer industry knowledge, good people and writing skills, CD-ROM/Internet searching experience, and Microsoft Windows/Word/Excel experience. Past research experience a plus. *Location: Framingham, MA*
Contact: D. Fagan, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

Inquiry Analyst (IDC)
The Inquiry Analyst's primary charter is to provide IDC customers with inquiry and research support. Additional responsibilities include, client/contact information management, inquiry usage tracking, and sales and service liaison for a distinct customer set. The analyst will become knowledgeable in IDC's market research products and services and draw from these resources in supporting the customer's information needs. The Inquiry Analyst will also be responsible for remaining current on information technology industry news and events. As the key interface for many customers, the ideal candidate should have: BA/BS preferred; 2-4 years of professional/business experience; demonstrated customer service skills; excellent oral and written communication skills, team player and the ability to manage multiple tasks/projects simultaneously. Computer skills and knowledge of the information technology industry are required. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Client Service Representative, Strategic Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Director, Recruitment Programs (IDG)
The successful candidate will be responsible for developing incremental revenue opportunities for IDG in the recruitment market for computer professionals. The initial task will be to develop compelling print and web advertising programs for the Computerworld product line in 50 countries. The director will also be responsible for identifying and building additional revenue streams from all IDG's recruitment sites around the world. It is expected that this person is a true entrepreneur, who can develop a compelling position for IDG and have both the capacity and interest to build the business beyond this advertising program. Candidates must have at least ten years experience in recruitment advertising, preferably in both an agency and publishing environment. Individual must be a self starter who can work alone in a decentralized company, skilled in the development and implementation of business plans and have in-depth knowledge in the use of database and the Internet as a means of delivering information to clients. *Location: East or West Coast*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Senior Human Resources Representative (IDG)
IDG HRSD West is seeking an energetic, highly motivated team player to provide support to multiple business units in the following areas: recruitment, employee relations, performance management, compensation and benefits. The ideal candidate must have 3-5 years generalist experience, be results-oriented and have excellent organizational, communication, and problem-solving skills that will build and maintain business partnerships, and influence and initiate change.
Location: San Francisco, CA
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

HR & Payroll Administrator – Temporary (IDG)
The individual in this position will be responsible for human resources and payroll administration. Responsibilities include working with divisional human resources staff on the administration of compensation, benefits and personal information changes/transactions. Prior experience in human resources or payroll administration or processing, or accounting, would be helpful. Excellent customer service and organizational skills necessary. Familiarity with the use of Excel and the ability to work in a very fast paced, team environment. *Location: Framingham, MA*
Contact: D Sobin, Fax: 508-935-4600, Phone: 508-935-4410, Email: debbie_sobin@idg.com

National Accounts Analyst (IMS, IDG Marketing Services)
IDG Marketing Services has an immediate opening for a National Accounts Analyst. This motivated, well-organized individual will construct multi-publication advertising proposals, evaluate page rates, develop negotiation strategies with publications, analyze competitive investments, and establish relationships with clients and agencies. To succeed in this fast-paced, dynamic environment, qualified candidates will possess the following essentials: superior quantitative, analytical and written & oral communication skills; assertiveness; professionalism; an interest in the high-tech industry; an entrepreneurial spirit, and strong attention to detail. BA/BS and 2 years of related professional experience required. *Location: San Francisco, CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

Senior Tax Accountant (IDG)
Candidate will be responsible for assisting in the preparation of the consolidated federal income tax return and other state income tax returns. He/she will be involved with federal, state income, and state sales tax audits. Duties will include assisting in the year-end tax provision for the company's financial statement audit and ongoing tax planning and research projects. BA in accounting desired. *Location: Framingham, MA*
Contact: E Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

Sales Assistant (NW)
The rapidly growing Professional Development Group of Network World is seeking a Sales Assistant to provide support for the Sales Manager/Strategic Partnerships and the Sr. Vice President of Business Development. Responsibilities for this position include providing superior customer service to our corporate seminar sponsors; preparing sales proposals and administrative support. The ideal candidate should be well-organized, detail-oriented and have excellent written and verbal communication skills. Some travel required. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Online Designer, Editorial (PCW OSG)
PC World On-line is looking for a creative and experienced On-line Designer who will be responsible for the daily production of graphic elements for the PC World On-line web site which include but are not limited to creating original icons, toolbars, converting magazine art for the web, and spot art. This person will also contribute to the development of the general look and feel, navigational elements and structures, and all other design elements that comprise the site and will be expected to generate ideas for best achieving PC World On-line editorial goals. The On-line Designer will carry out these design tasks in order to enhance the editorial content of PC World On-line in ways that take advantage of the interactivity and graphical richness of the on-line medium. Candidate must have: 2 -3 years design experience with at least 1 year web related, HTML, PhotoShop, Illustrator, ImageReady, and knowledge of browser incompatibilities. Shockwave, Flash, Java, and Javascript skills a plus. Candidate should have creativity, a desire to keep up with new technology, strong problem solving skills and an ability to work well with other personnel and departments. *Location: San Francisco, Ca.*
Contact: G.Woo, Fax: 415-442-1891, Phone: 415-267-1756, Email: grace_woo@pcworld.com

Assistant Editor (Publish)
This position requires sharply honed writing and editing skills and the ability to work well with writers. The ideal candidate has a passion for technology and is a Web-savvy self-starter with a proven ability to meet deadlines. Knowledge of electronic publishing tools preferred. *Location: San Francisco, CA*
Contact: M. Naman, Fax: 415 975-2613, Phone: 415 978-3296, Email: mnaman@publish.com

Copy Editor (Publish)
Experienced copy editor sought for Publish, an award-winning monthly magazine geared toward graphic designers and electronic publishing professionals. Requirements include a familiarity with the Chicago Manual of Style; proficiency in Microsoft Word and QuarkXPress; some understanding of computer hardware and graphics software. The ideal candidate, a calm and tolerant perfectionist, possesses a commitment to getting the job done on time; understands when a change should be made for clarity's sake and when a change would alter the writer's intent; has an ear for language as well as an eye for detail; and enjoys tracking down and correcting errors. *Location: San Francisco, CA*
Contact: M. Naman, Fax: 415-975-2613, Phone: 415-935-3296, Email: copysearch@publish.com

Production Coordinator (Publish)
Publish is looking for an individual to work as a Production Coordinator in the San Francisco office. In this role duties will include trafficking all ad and editorial pages, merging them, and sending them to the printer in a timely and accurate manner. Other responsibilities will include; logging and inspecting all ad material, communicating with outside reps, agencies, advertisers, creating, logging, downloading and checking all digital edit pages, printing advertiser inserts and BRCs, creating and maintaining all paperwork regarding the issue, as well as the design and production of a monthly newsletter. The ideal candidate will be organized and detail-conscious and have experience in 4 color printing and pre-press. Three or more years experience in QuarkXPress and working knowledge of Photoshop, Illustrator and other graphics programs, excellent customer-service skills and strong written and verbal communication skills required. *Location: San Francisco, CA*
Contact: A. Merkelson, Fax: 415-495-2354, Phone: 415-978-3313, Email: amerkelson@publish.com

Ad Traffic Coordinator (IS)
The Industry Standard is seeking an Ad Traffic Coordinator who will work closely with Sales and Production in forecasting, monitoring advertising campaign fulfillment, and generating detailed status reports on a weekly basis. Responsibilities include processing incoming ad creative, checking materials for adherence to specifications, verifying that the creative received complies with the signed insertion order, verifying that the gross and net revenues are accurate, receiving and distributing credit memos, and balancing page count and gross and net revenues with billing. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

"Wish you were here..."

IDG Employee Referral Bonus Plan

Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

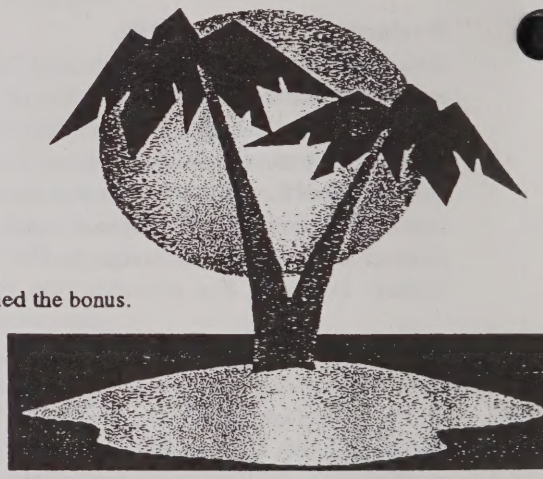
- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.

RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

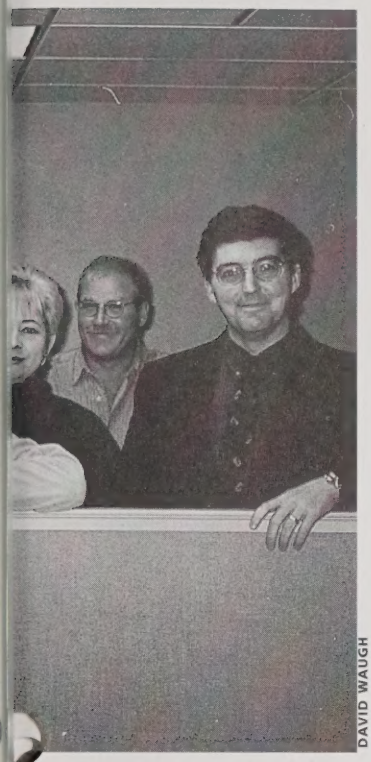
Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: $500 $200

ng commitment



DAVID WAUGH

An ad hoc committee representing CW's design, editorial and production departments spent six months working with Roger Black and Associates of New York orchestrating a major restructuring of the publication. ***Maryfran Johnson****, executive editor;* ***Mitch Hayes****, associate art director/news;* ***Anne McCrory****, assistant business editor;* ***Steve Ulfelder****, assistant technology editor;* ***Michael Goldberg****, assistant news editor;* ***Stephanie Faucher****, associate art director/features;* ***Tish Keefe****, news editor;* ***Tom Monahan****, design director; and* ***Kevin Fogarty****, sections editor. Not pictured:* ***Paul Gillin****, editor-in-chief, and* ***Ellen Fanning****, managing editor/production.*

the publication will point readers to rich sources of research information on the site. "We want our readers to view the newspaper and Computerworld online as a unique combination of resources that can help make them successful in their jobs and in their careers," Gillin said.

The publication has also launched several initiatives aimed at helping its readers learn from one another.

- Last month it launched weekly news surveys, conducted by its own Technology Buyers Database group, that provide a quick measure of reader response to important industry events.
- This month, the technology evaluations section within the Technology section will be relaunched and renamed "Field Report." The section will focus on evaluations of technology as it is being put to work in the field, not in the test lab. Readers felt that real-world solutions cannot be tested anywhere else but in the field.
- The publication is also beginning to carry user e-mail addresses in stories, allowing readers to easily contact the peers they read about in print.

"I'm proud of the extraordinary level of collaboration and hard work put into this editorial makeover by editorial, design, the IT Intelligence Unit, marketing and others," said **Jim Martin**, president and CEO of Computerworld, Inc.

"In my 13 months on the job here at Computerworld, I've re-learned a very important business lesson: terrific people working together toward mutually beneficial goals not only speeds up the process of change but helps create an incredible level of dynamism that resonates throughout our entire organization. *Computerworld* readers will appreciate the effort, and our advertisers will respond with more advertising pages." WU

Controlled circulation

continued from page 1

technology buying decisions, we don't need to deliver the highest rate base in our market segment because we will deliver the most qualified subscribers in the market," he said. "Our goal is not to deliver box car circulation numbers but to deliver box car technology budgets."

Unlike its major competitor that has had to relax qualification criteria for controlled subscriptions in order to show continued growth, Martin said Computerworld will maintain strict qualification criteria to ensure the highest possible buying demographics. "Our efforts will help establish a new level of credibility with advertising customers by not trying to be all things to all people. Our strict qualification process will eliminate tire kickers with no technology budgets and low-level technical support staff, allowing us to deliver high volume buyers of enterprise-level IT products and services. We will deliver one significant technology buying segment that we can own: IT Leaders."

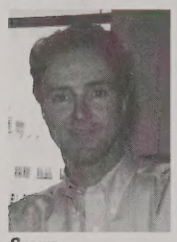
According to **Eric Schmierer**, Computerworld's vice president/strategic circulation operations, new readers will be captured through very targeted direct mail and sophisticated telephone methods. "We will meet all the rigid standards of the circulation auditing process established by our auditing firm BPA, and work to actually increase the buying qualification standards over time."

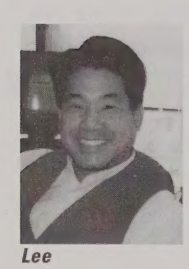
Ultimately, the combined efforts of *Computerworld*'s circulation department and its IT Intelligence Unit will benefit the entire company, as the plan is to combine the database derived from its circulation development activities with the IT Intelligence Unit's Technology Buyers Database into a single, company-wide resource covering the most influential buyers and sites in the country.

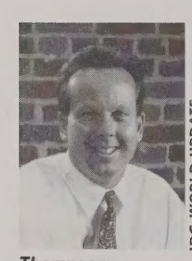
"*Computerworld* has a 32-year history as an authority and thought leader, with both a real and perceived value that has been proven time and again," Martin said. "It is our goal to migrate further up the technology-buying value chain by providing a continuous feed of news and advisory-oriented information services for IT Leaders. As we evolve, we will launch many new products and services that go well beyond the newspaper publishing business.

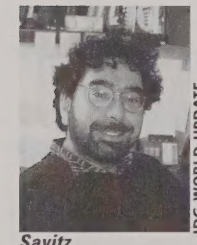
"Technology businesses that are positioned as information service providers have significantly higher market valuations than traditional publishing companies," Martin continued. "CW's expertise is in collecting information about the IT industry for enterprise-level technology executives, then packaging, marketing and distributing it to those who have an urgent need for that information. That is how IDG started in 1964 when Pat McGovern collected IBM mainframe site data by making telephone calls into the sites, and then sold the information to the emerging plug-compatible manufacturing market. That model obviously worked for Pat and IDG. Computerworld simply wants to echo that experience and build a valuable company that IT Leaders can rely on to help make them a success." WU

noteworthy people


Sours


Lee


Thompson


Savitz

Cohen

Grayson

Promotions

PC World Assistant to the Associate Publisher **Christine McGovern** has been promoted to sales administration manager. "I am especially happy to make this announcement because I have been the direct beneficiary of Christine's excellent work," said Vice President/Associate Publisher **Bob Carrigan**. "As everyone on the sales team knows, Christine has worked many long hours to keep this well-oiled sales machine running. She has handled key sales operational projects including organization of our sales meetings, coordinating trade show schedules, compiling projections and reforecasts, and tracking market share. This promotion is acknowledgment of Christine as a true project manager." In addition, Christine will now act as the main liaison between all of the administrative assistants in *PCW* Ad Sales and Human Resources.

IDC's **Katrina Dahlquist** has been promoted from research analyst to senior research analyst with the Mobile Computing in Personal Systems program. "Since joining IDC Katrina has taken over most of the day-to-day research activities related to Mobile Computing and has raised her visibility among clients (especially Dell, IBM, Toshiba, and Micron), and the business and trade press," said **Randy Giusto**, director, Mobile Technology Research. "She is becoming recognized as an important IDC voice in the mobile computing industry. Looking ahead, Katrina's role as a senior research analyst will include more involvement in forecasting while working more closely with the IDC Worldwide PC Tracker Team and giving more external presentations to clients and at IDC and industry events. She will also continue to expand her role with IDC Consulting and IDC Sales on new sales and consulting opportunities."

IDG Games Media Group Vice President of Finance **Brian Sours** has been promoted to chief financial officer and will be in charge of the fiscal, operational and strategic planning for the division. Prior to joining IDG he was a business manager with Addison-Wesley Publishing in Palo Alto, Calif. He earned a B.S. in accounting from San Diego State University and is pleased to have "successfully teamed with our staff to accelerate our market leadership and brand awareness."

IDG Games Media Group's **Craig Lee** moves up the ladder from national advertising sales manager to national advertising sales director. He is charged with leading and managing the advertising sales efforts of *GamePro* magazine and its media properties. He holds a B.S. in marketing from California State University/Los Angeles and says he is "proud to have built a team of enthusiastic and dedicated individuals that delivered 10% over an already aggressive FY98 page and revenue plan."

New employees

The Industry Standard has made several new hires. **Steven Thompson** has been hired as publisher. He was most recently the associate publisher of *Internet Business*, worked for five years as *Inc.* magazine's advertising director, West Coast, and three years as the West Coast sales director for *Playboy*.

Executive Editor **Eric Savitz** comes to *The Industry Standard* from *Barron's*, where he founded the magazine's Northern California bureau and covered Silicon Valley technology firms. He holds a B.A. in economics from the University of Pennsylvania.

Jackie Cohen is the *Standard*'s new senior editor of the Reviews and Net Returns sections. She was previously the editor of *Bank Technology News International*. She earned a B.A. in classics and English literature from Macalester College in St. Paul, Minn., and an English literature M.A. from Claremont Graduate School.

With *Inc.* magazine for 11 years, most recently as the international advertising director, **Jonathan Chalon** is now the *Standard*'s East Coast advertising director. He holds a B.S. in business management from Ithaca College in Ithaca, N.Y.

David Grayson joins *PC World*'s marketing department as a presentation specialist. He comes to the magazine from Mercer Management Consulting where, he designed and produced presentations and reports and edited the firm's in-house quarterly newsletter. He holds two degrees in international relations, a B.A. from San Francisco State University and an M.A. from the University of Chicago. A freelance writer published in the *San Francisco Bay Guardian*, he is also studying Spanish and does volunteer work for various literary groups.

Research Analyst **Alex Manfrediz** comes to IDC Latin America from the Mecklenburg County (North Carolina) Department of Environmental Protection where he was a group leader in the Air Quality division and editor of various departmental publications. He holds a B.A. in history from the University of North Carolina/Chapel Hill and has completed all the graduate coursework for an M.A. in geography from the University of North Carolina/Charlotte. Away from the office he enjoys reading non-fiction and following the Miami Dolphins football team and University of North Carolina basketball.

*All business units are welcome to send information for the **Noteworthy** section to: world_update@idg.com. Photos and hard copy may be mailed to: 31 Milk St., Suite 210, Boston, MA 02109.*

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Joe Levy *CIO*

16
Juanita Clark *IDC*

15
Barbara Lewis *PC World*
Lee Doyle *IDC*
Barbara Sands *Computerworld*
Maria Grazia Rovati *IDG Italy*

14
Donald Young *IDG*
Rebecca Segal *IDC*
Michael McShane *InfoWorld*

13
Brad Thorpe *IDC*

12
Vera Chan *IDG Hong Kong*
Jean Bozman *IDC*

11
Elfi Kunzel *IDG Switzerland*
Gina Steinmann *IDG Switzerland*
Liana Tatka *IDG Switzerland*
Mary Wardley *IDC*
Ulrike Pape *IDG Germany*
Katalin Kopacsi *IDG Hungary*
Ursula Nadador *IDG Spain*

10
Amy Hanania *IDG*
Dorothy Cronin *IDG*
David Emberley *IDC*
Zsoka Egyed *IDG Hungary*

9
Simon Salamon *IDC*
Scott McLarnon *IDC*
Marcia Rosenthal *IDC*
Imre Birkus *IDG Hungary*

8
Mark Hanson *IDG*
Kelli Flanagan *InfoWorld*
Marc Calvanico *InfoWorld*

7
Anne Kandra *PC World*
Michael Wallace *IDC*
Anna Micsko *IDG Hungary*

6
Erika Bauer *Publish*
Deborah Temple *IDG*
Tim Luddy *PC World*
Sally Cusack *IDC*
Esmeralda Swartz *IDC*
Barbara Kitzis *IDC*
Eric Prothero *IDC*
Mike Vizard *InfoWorld*
Charlotte Bedstrup *IDG Denmark*

5
Virginia Lehr *IDC*
Judith Gordon *IDC*
Julie Dunn Uiterwijk *InfoWorld*
Katia Freire Campos de Barros *IDG Brazil*
Junaidi Aris *IDC Indonesia*
Joseph Mola *Computerworld*

4
Sarah Bagnall *Macworld U.K.*
Mustafa Mustafa *Macworld U.K.*
Stratos Prodromakis *IDG Switzerland*
Stan Erhart *PC World*
Dorothy Allen *IDC*
Stephanie Kreitner *IDC*
Scott Morgan *InfoWorld*
Elizabeth Donahue *Computerworld*

3
Sonja Wunsch *IDG Switzerland*
Mini Lo *IDG Hong Kong*
Perry Glasser *CIO*
Lisa Kerber *CIO*
Declan Fox *PC World*
Kathy McCay *PC World*
Juliana Nelson *IDC*
Carmen Matheson *IDC*
Claudia Pielen *IDG Germany*
Andrea Bohn *IDG Hungary*

2
Samantha Ritchie *IDG U.K.*
Peter Gloster *IDG Hong Kong*
Jennifer Aloi *Web Publishing*
Heather Beauton *CIO*
Tobias Harting *PC World*
Sean Preston *IDC*
Patricia Freeman *IDC*
Abner Germanow *IDC*
Susan Parini *IDG Books*
Rikke Noack *IDG Denmark*
Richard Broughton *Computerworld*
Sharon Machlis Gartenberg *Computerworld*

1
Sean Ashcroft *Macworld U.K.*
Megan Scott *IDG Hong Kong*
Samantha Chan *IDG Hong Kong*
Deidre Murphy *IDG*
Patricia Frank *Publish*
Thomas Pitkin *CIO*
Heather Shanley *PC World*
Michelle Bettencourt *IDG Central Services*
Janel Dills *IDG Central Services*
Linda Young *IDC*
Deanne Hart *IDC*
Kevin Kane *IDC*
Susanne Wong *IDC*
Steve Pearson *InfoWorld*
Victoria Rudin *InfoWorld*
Jake Mason *IDG Books*
Jozsef Samu *IDG Hungary*
Akiko Nakayama *IDC Japan*
Shyla Noordeen *IDC Singapore*

Please note: All anniversary information is to be supplied by individual business unit managers to *IDG World Update*.

IDG Books

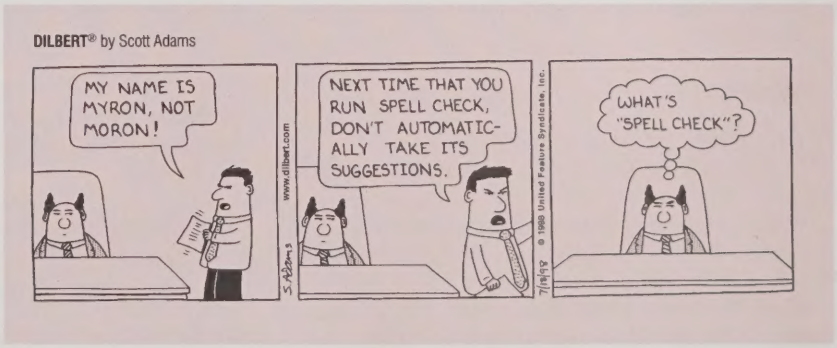
continued from page 1

and creation of new titles written specifically for the Canadian market," he said.

"The success of books like Personal Finance For Dummies, Canadian edition shows there is high demand for customizing our publications for the Canadian market. There are also many excellent books and brands in Macmillan Canada's portfolio such as the Canadian Global Almanac, Who's Who in Canada and a variety of cooking and sports titles that we look forward to publishing," Berkowitz said.

Macmillan Canada is a leading publisher of cookbooks, business management, health and reference books, as well as biographical books in sports, history and life styles.

For more details, contact IDG Books Worldwide Director of Public Relations Mimi Sells at mimi_sells @idgbooks.com. WU


DILBERT® by Scott Adams
MY NAME IS MYRON, NOT MORON!
NEXT TIME THAT YOU RUN SPELL CHECK, DON'T AUTOMATICALLY TAKE ITS SUGGESTIONS.
WHAT'S "SPELL CHECK"?
www.dilbert.com
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off line for fun

Congratulations to all our enthusiastic caption contributors. Winner Dee Clark will have her choice of an official "Off Line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* pens.

Honorable mentions

"We'll call you back. They're just discussing the takeover now."
Eric Newman *IDG Books Worldwide (New York)*

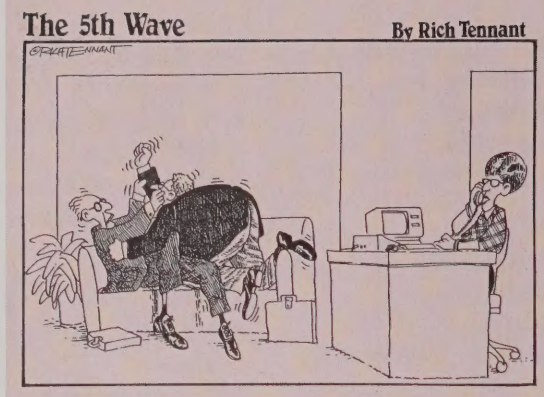
In a scheduling snafu, both Bill Gates and Michael Dell show up at the offices of Ebay.com to talk acquisition.
Cy Lucas *InfoWorld*

"For cryin' out loud, Bates. You can't have my ThinkPad until I retire!"
Cheryl Quinn *Laurentian Technomedia Inc. (Canada)*

"Yes, at the moment they are simulating print documents queuing up on the network server."
Tony Stagnitta *IDG Australia*

"Sir, how much longer do you want me to let the candidates for Manager of Interpersonal Skills duke it out?"
Gwenette Gaddis *IDG Books (Indianapolis)*

Mr. Jackson, having just read *How to Get Ahead in the Job Market*, takes literally the suggestion that one should always try to demolish the competition.
Daniel Cardamone *IDC Latin America (Miami)*



"Gertrude? The trainers for the conflict resolution seminar are here."
Dee Clark *IDC*

"Mr. Wilson, two members of your 'road rage' seminar have arrived."
Michael Ludwig *IDC*

"Yes, senator. The attorneys for Microsoft and Sun arrived early and are waiting for you here in the lobby."
Bill Ganci *IDC*

Other contributors with captions reflecting the ever-popular judicial and acquisition themes were **Jim Falanga** (IDG Credit), **Tavis Szeto** (Computerworld), **Paul Rands** (ExecuTrain, Portland, Ore.), **Resa Altsher** (CIO), **Michael Welch** (IDG Books, Foster City, Calif.), **Dwight Ramsey** (IDG Books, Indianapolis) and **Sandy Weill** and **Paul McNamara** (Network World). All of them will also receive honorable mention prizes.

IDG World Expo relocates Singapore office

IDG World Expo (Asia) Ltd., Singapore has moved. The new address is:

IDG World Expo (Asia) Ltd.
68B Pagoda Street
Singapore 059227

Phone and fax are unchanged:
Tel: +65-346-6811
Fax: +65-346-6822

Upcoming events

January

25-28: ComNet/Washington, D.C. - Washington, D.C.
For more information, contact IDG Expo Management Co., 781-551-9800

February

7-12: DEMO - Indian Wells, Calif.
Contact IDG Conference Management Co., 650-312-0545

10-12: European IT Services Forum - Munich, Germany
Contact: IDC European Conference Center, +322-646-9884

18-20: Macworld Expo/Tokyo - Tokyo
Contact IDG World Expo/Japan, +81-3-5276-3751

March

2: IDC Directions - San Francisco
Contact International Data Corp.
508-872-8200

9: IDC Directions - Boston
Contact International Data Corp.
508-872-8200

18: Webby Awards - San Francisco
Contact Dave Skaff, IDG Conference Management Co.
415-882-7095

PCW Global Product Support Center Meetings:
Latin America, March 3-5, Puerto Rico
Asia, March 24-26, Kuala Lumpur
Europe, May 19-21, Rome
Contact Nancy Jacobs, PC World
415-978-3303

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries, IDG also produces 110 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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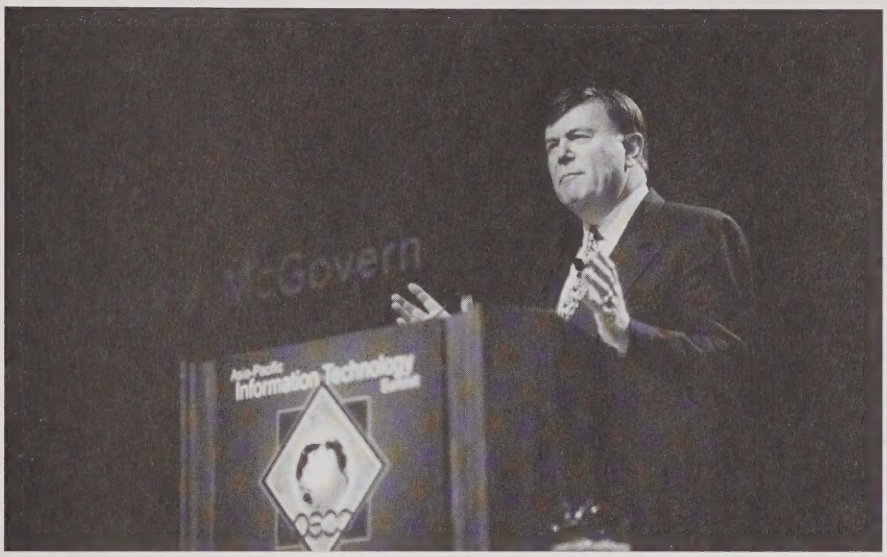
HTTP://WWW.IDGWORLDUPDATE.COM

IDG shines at Asia-Pacific Information Technology Summit

IDG played a formidable role at the recent second annual Asia-Pacific Information Technology Summit as exclusive media sponsor and a speaker provider. Held in Santa Clara, Calif., the two-day conference was organized by the Pacific Economic Cooperation Council to bring together leaders of Pacific Rim governments and high-tech companies to discuss IT issues and their relation to trade policies.



*Addressing attendees at the second annual Asia-Pacific IT Summit in Santa Clara, Calif., IDG Chairman **Pat McGovern** predicted the recovery of Asia-Pacific markets within the next few years.*

IDG's International Marketing Services coordinated IDG's participation, leading off with IDG Chairman **Pat McGovern** speaking on "Information Acceleration: Stimulating Asia-Pacific IT Growth."

According to IMS Director of International Strategic Marketing **Melanie Edwards**, McGovern "played his natural role of industry spokesperson, underscoring the need, importance and growth of information technology in Asia." She said his talk identified which Asia-Pacific markets have the capacity to best distribute information, based upon the IDC/World Times Information Society Index (ISI). He disclosed recent ISI survey results describing regulatory policies and free trade as the short-term factors most greatly impacting a country's information distribution. Despite the current economic tailspin, McGovern gave the audience assurances — based on IDC research — that the Asia-Pacific region will

continued on page 5

***Kazimierz Szot**, general manager of IDG Poland, addresses the IT Leader Award winners and guests. He is joined by Grazyna Torbicka, a television personality, who presented the awards during the ceremony last November.*

IDG Poland trains spotlight on nation's most innovative IT solutions

IDG Poland showcased its nation's best examples of innovative IT solutions through the second annual IT Leader Award Program. The awards, presented Nov. 26 at an 18th-century palace in Warsaw, recognized IT excellence in five categories: industry, finance and banking, trade and services, administration and non-profit public organizations. More than 300 *Computerworld Polska* readers, clients and government officials attended the awards presentation.

The ceremony's opening presentation, as well as the announcement of each award category, began with a six- to 26-second animated clip that incorporated a dazzling mix of graphics, film and music. A two-and-a-half-minute film followed each clip that depicted the work environment of the award-winning organization. "We wanted to present vivid evidence that information technology is good for people," said **Kazimierz Szot**, general manager of IDG Poland. "This evidence is obvious in the great results these firms and institutions are enjoying due to both wise IT implementations and the talent, persistence and hard work of their staff."

Maciej Obuchowicz, editor of Computerworld Polska online, produced the film segments, as well as a video of IDG Chairman **Pat McGovern** congratulating the winners that was taped last May during his visit to Warsaw.

Earlier in the year *Computerworld Polska* staff invited companies and organizations they knew were IT innovators to complete a questionnaire describing their creative and effective implementation of IT. *CW*

continued on page 4

in brief newsworthy

Computerworld supports Honduran relief efforts in lieu of holiday gifts

If charity begins at home, then *Computerworld* has a big back yard. In past years, various departments at the Framingham-based publication would purchase holiday gifts for its advertising customers and business partners. This year, CW President and CEO **Jim Martin** suggested the company redirect that money to a more urgent need.

Last month Martin presented Patricia Deyton, chief executive officer of the American Red Cross-Boston Chapter, with a check for $10,000 to be used in Honduras where millions were left homeless and hungry in the wake of last November's devastating Hurricane Mitch.

***Jim Martin**, president and CEO of Computerworld, presents a check for $10,000 to Patricia Deyton, CEO of the American Red Cross-Boston Chapter, for the International Response Fund.*

The publication sent out nearly 4,000 holiday cards to its customers across the U.S., notifying them that in lieu of gifts *CW* was making a donation to the Red Cross Honduras Relief Effort in their names. "The responses were nothing short of heartwarming," Martin said. "Customers all over the country let us know that this move on our part was the best gift that any of them could get during the holiday. I know that our contribution to the people of Honduras this year will only do a small part to assist in the Herculean task of rebuilding the country, but I am delighted that on behalf of our staff, our customers and business partners we are able to do a very small part to provide some assistance to those hardest hit by this human tragedy."

In the course of its coverage of the Hurricane Mitch disaster and the role the Internet is playing in relief efforts, <http://www.computerworld.com/home/news.nsf/all/9811135redx> Computerworld also underwrote the cost of air travel for one of the many doctors who flew to Nicaragua to assist in the recovery efforts. WU

CIO employees brighten holidays for area youth

This past December the *CIO* circulation department played Santa Claus, organizing a charity drive on behalf of 18 children who are clients of the Massachusetts Department of Mental Health (DMH) in Westborough, Mass. Most of *CIO*'s more than 100 employees in Framingham, Mass., as well as some family members, participated by donating money, shopping for gifts, wrapping and delivering the presents to the DMH. WU

BILL KERBER

*Santa's CIO helpers (L-R): Circulation Manager **Susan Woodworth**, List Services Sales Associate **Amy McCabe**, List Services Manager **Kathryn Grayson** and Vice President of Circulation **Carol Spach**. Not pictured: Subscription Services Manager **Denise Perreault**, Circulation Coordinator **Tina Pescaro** and Circulation Assistant **Kim Galloni**.*

Address change

PC World Malta's publishing company has moved. The new address is:

Business Marketing Services Ltd.
Flat 7, Cambridge Court
Achille Ferris Street
Msida MSD 04
Malta

Telephone and fax are unchanged: Tel: +356-320-336
Fax: +356-319-255

Q and A executive

Pat McGovern
The chairman of IDG is this week's columnist.

Q Of the more than 100 *Computerworld* and *PC World*-type publications around the world, which ones have had the highest profit margin over the past six months?

A Of the *Computerworld* publications, the top three have been *Computerwoche* (Germany) at 37%, *Computer Sweden* at 36%, and *China Computerworld* at 35%. Among *PC World* publications, the top three have been *MikroDatorn* (Sweden) at 32%, *PC World China* at 24%, and *PC World* (U.S.) at 23%.

Q What has been the most interesting new development in technology that you have seen in the past six months?

A In the last six months, I have been very impressed by the rapid progress being made in continuous speech recognition. The ease of use of computers will be improved considerably when people can use them as they now use personal assistants, asking them verbally for information and transactions, rather than having to enter requests from a keyboard or pointing device. There are billions of potential computer users around the world who can speak but not write (pre-school children and illiterate people are examples) and, therefore, cannot use a keyboard, so the benefit of computer applications will open up for them more directly when they can control a computer by voice command.

Q IDG is a fast-growing company with billions of dollars of revenue. As this growth continues, are you concerned that the Executive Committee will have less and less time to work with individual business units?

A IDG's decentralized operating style allows our business units to focus on understanding the needs of customers in their local markets and, thereby, set appropriate business goals and objectives. So, they do not need to look to IDG headquarters for advice, but rather can learn to outpace their competitors by learning best business practices through sharing experiences with other IDG business units through our Global Product Support Centers.

Q Do you plan to continue to travel the world hosting 10th anniversary dinners for employees?

A Yes, 10th anniversary dinners with employees are something I greatly look forward to and enjoy a great deal, and I plan to continue to do them long into the future. In addition, I also sponsor a vacation trip for people who have been with IDG for 20 years.

Q Will IDG continue its rapid revenue growth? If so, in what areas do you see IDG experiencing strong revenue growth in the future?

A For our publications that serve professional readers, we expect to see strong revenue growth in the areas of job advertising and career development services. For our publications serving consumers, we expect to see strong revenue growth at their Internet sites from advertising, sponsorships and transaction fees. We expect to greatly expand IDG's participation in the rapidly growing area of decision-support advisory services to help executives in medium to large enterprises acquire and use information technology effectively. We expect to enjoy rapid growth in helping people keep up with the understanding and use of new information technology through on-site and Web-based training services. And we expect that our conference, seminar, and exposition business will continue to experience rapid revenue growth in the future.

Q Have the economic problems in Russia and Southeast Asia impacted IDG's business results significantly?

A Russia and the major countries affected by economic problems in Southeast Asia, such as Thailand, Indonesia and Malaysia, are countries in which IDG operates through licensees, not through subsidiaries. Therefore, we do not have an investment risk in these countries, and although our royalty payments from these countries in dollar terms have been reduced somewhat, they account for less than 1% of IDG's revenue.

Wanted: employee feedback!

If the answer to any of the questions below is "yes," the editors of *IDG World Update* want to know! Contact us at world_update@idg.com.

Do you have a question for the IDG executives who take turns writing this column — IDG Chairman **Pat McGovern**, President **Kelly Conlin** and Chief Operating Officer **Jim Casella**? (Questions will be forwarded anonymously.)

Do you have a story idea for *World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IT Leader Award winners

ABB Dolmei, Ltd. (Industry)

Kredyt Bank PBI S.A. (Banking and Finance)

Makro Cash and Carry Poland S.A. (Trade and Services)

Silesian Library (Non-profit Public Organizations)

Provincial Government in Szczecin (Administration)

IDG Poland staff take a break during the IT Leader Award gala celebration. Kneeling: ***Slawomir Kosielinski*** *, editor, Computerworld;* ***Dorota Swiderska****, marketing coordinator. Left to right:* ***Kazimierz Szot****, general manager, IDG Poland;* ***Michal Kreczmar****, editor-in- chief, Cyber;* ***Iwona Bartczak****, editor, Computerworld;* ***Joanna Tarnowska****, Computerworld sales;* ***Tomas Mayer****, graphic designer;* ***Grazyna Skibniewska****, sales manager, Computerworld;* ***Przemyslaw Gamdzyk****, editor, Computerworld;* ***Krzysztof Frydrychowicz****, editor, Computerworld;* ***Magdalena Falkiewicz****, promotion specialist;* ***Adam Jadczak****, editor, Computerworld;* ***Monika Mielczarczyk****, marketing specialist;* ***Wojciech Raducha****, editor-in-chief, Computerworld;* ***Michal Szafranski****, editor, Computerworld; Aleksandra Molik, Ascomp (an IDG client);* ***Tomasz Bitner****, editor-in-chief, Publish & Macworld;* ***Urszula Kornega****, sales assistant;* ***Jacek Dudzinski****, database manager;* ***Agnieszka Cybulska****, marketing manager;* ***Malgorzata Brudniak****, sales director;* ***Magdalena Krawczyk****, Computerworld sales;* ***Maciej Obuchowicz*** *, editor, Computerworld Online and producer of the IT Leader Award films.*

IDG Poland at-a-glance

Number of employees
100

Established
1990

Publications
Computerworld, NetWorld, PC World Komputer, Publish & Macworld, Cyber, Computerworld Special Report

Major '98 accomplishments
40% ahead in revenue and 17% ahead in operating profit for FY98 compared with FY97.

Sold circulation of *PC World Komputer* up 57% in 1998 (or during the past year; 118,000 copies were sold in November 1998. The Polish edition of *PC Magazine* closed shortly thereafter, primarily due to *PC World's* circulation success in November.

IDG Poland

continued from page 1

Polska's editor-in-chief **Wojciech Raducha**, a consultant and a university scientist selected the winners based on three criteria: 1) To what extent IT improved the functioning of the organization. 2) To what extent IT improved the financial health of the organization. 3) To what extent employees accepted (sometimes radical) changes in their organizations and how aware they are of the importance of IT in their workplace.

Computerworld Polska created a 64-page special report chronicling the achievements of the five winning organizations, which was inserted into a November issue of *CW Polska*. Each winner receives a sculpture and can use its likeness in marketing materials. Finalists as well as winners also received a plaque with the *Computerworld* logo. This year, the winner of the banking and finance category made 130 copies of the plaque for all of its subsidiaries to display it in their offices.

Well aware of the growing role IT plays in the Polish economy, the highest levels of Polish government supported the IT Leader Award Program. The program was organized under the auspices of Polish Prime Minister Jerzy Buzek. Deputy Prime Minister Leszek Balcerowicz, an author of economic reforms in Poland, wrote a congratulatory letter to all the winners and to *CW Polska's* staff.

The program also attracted extensive media attention. In addition to numerous articles in the daily and business press, five TV news programs aired segments from the awards presentation, and the morning after the event the IT Leaders and IDG Poland organizers were guests on Poland's main TV station.

Besides raising the public profile of IT excellence, Szot said one of the primary benefits of hosting such an event is to present readers to advertising clients. "In daily contact with our advertisers we talk about the number of readers we have and their influence on IT purchasing decisions, but it is always difficult to imagine a reader in person. At the gala our clients see our readers and how important they are for us as recipients of the information we deliver and for ad clients as recipients of their ad messages."

For more information on the award program, e-mail Marketing Manager **Agnieszka Cybulska** at agnieszka_cybulska@idg.com.pl. WU

Job Opportunities - January 18, 1999

Senior Regional Sales Manager (CHSG)
Responsible for Southern California sales territory for Solutions Integrator Magazine, IDG's Channel Services Group. The successful candidate will prospect for new accounts and maintain and expand existing client relationships in the territory. The position requires a minimum of 5 years outside sales experience. Previous publishing or channel experience is desirable. *Location: Irvine, CA*
Contact: M. Taussig, Fax: 650-294-7801, Phone: No phone number, Email: mark_taussig@idgchsg.com

Financial Analyst (CHSG)
Channel Services is currently seeking a financial analyst. Key responsibilities include; expense budgeting, forecasting, and variance reporting, coordination of budgets and related financial activities across publishing departments (edit, production, circulation, sales and marketing). This person will also create and distribute financial and metric reports and act as a financial systems administrator, as well as analyze prepaid and expense accounts. This position requires a BS in Accounting with a minimum of 2 years accounting experience. The ideal candidate will have a publishing/media background and an MBA with 4+ years of experience. The ability to work independently and as a team player in a dynamic work environment is highly desirable.
Location: San Mateo, CA
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

Sales Operations Coordinator (IDC)
IDC is seeking a Sales Operations Coordinator that will serve as a dispatcher for all incoming sales leads including researching, documenting, and forwarding leads to designated sales staff. The Sales Operations Coordinator will also assist the Director of Sales Operations with sales-wide operations projects and maintenance of records, product lists, and data in the Sales Automation system. The candidate for this position will have experience in a customer service or office assistant role. Customer-oriented phone manner and ability to manage multiple tasks simultaneously are required. The ideal candidate will be detail-oriented with the flexibility and commitment to work in a fast-paced, demanding organization. Knowledge of Windows 95 and Microsoft Office applications required. Previous experience working in the IT industry and/or in a sales environment preferred. Experience with Lotus Notes and the Internet a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Check Processor (IDG)
Duties include verifying data entry, filing, check production including printing, matching and mailing. Must be good with numbers, accurate and organized. Spreadsheet skills a must. Two years prior business experience required. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

Copy Editor (IDG News Service)
The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar, and proofreading skills for our Boston news desk. Responsibilities include editing IT industry news and features under tight deadlines for our real-time electronic wire service, acquiring and republishing copy and graphics from throughout the IDG editorial community for the global news cooperative; and doing research as needed to update and expand a library of on-line information resources for editors. The ideal candidate must have copy editing experience on an IT news weekly or daily and is familiar with electronic publishing tools, including Lotus Notes and the worldwide web. *Location: Boston, MA*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-423-0404, Email: elizabeth_heichler@idg.com

Associate Editor - Editorial Projects (IFW)
InfoWorld is looking for an Associate Editor in the Editorial Projects department to head up the planning and management of editorial supplements, both in print and on-line, and to serve as an Enterprise Careers section editor and writer. The candidate should have three years of editing experience; project management skills; writing/reporting experience; and a solid knowledge and interest in business, technology, and IT management skills. On-line publishing and research experience are a plus. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

Account Executive (NW)
This is a great opportunity for an individual wanting to begin a career in sales. Responsibilities include servicing existing accounts as well as prospecting new clients. Individual must have a strong phone presence and effectively make prospecting/cold calls, seeking opportunities to break new business. This individual will also work in partnership with District Sales Managers, conducting research, closing sales and adding value to existing business. Qualified candidates must have excellent communication, interpersonal and customer service skills. Proven organizational and computer skills required and the ability work in a fast-paced environment. Prior sales experience a plus. Individual must be able to work independently and as a member of a sales team. Familiarity with the high tech market is a plus! *Location: Santa Clara, CA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Ad Traffic Coordinator (PCW)
PC World Communications, Inc. is looking for a person with 2-4 years experience trafficking magazine advertising film and digital files. Must be able to work well with the public and have experience with Word, Excel, Quark Express and both Mac and PC operating platforms. Should have knowledge of prepress and printing. Must be organized, detail oriented and able to work under tight deadlines.
Location: San Francisco, CA
Contact: N. Maudsley, Fax: 415-974-7402, Phone: 415-978-3310, Email: nadia_maudsley@pcworld.com

Business Operations Assistant (Web Publishing)
Web Publishing Inc. is seeking a Business Operations Assistant with a strong interest in on-line publishing. Two years general administrative experience required, excellent knowledge of Mac systems with strong software knowledge of Filemaker, Word, Excel, and Quark; browser and web savvy. Ability to work with minimum supervision in a team environment. This individual should be detail oriented with excellent interpersonal, communication, time management and organizational skills. *Location: San Francisco, CA*
Contact: B. McDonald, Fax: 415-267-1732, Phone: 415-978-3395, Email: sarah@wpi.com

Editor, LinuxWorld (Web Publishing)
Web Publishing Inc. is seeking a contract Editor to develop timely and high quality editorial content in LinuxWorld, (www.linuxworld.com) including news, feature articles, how-to articles, and columns, and to act as a representative of the publication at trade shows, press conferences, and other meetings. The Editor will employ technical knowledge of the publication's market to assure accuracy in content.
Location: San Francisco, CA
Contact: R. McMillan, Fax: 415-267-1732, Phone: N/A, Email: Robert_mcmillan@linuxworld.com

Newsletter Manager (Web Publishing)
Newsletter Manager needed to launch, edit, and manage a series of topic-specific email newsletters for each of Web Publishing Inc.'s four on-line magazines. For each newsletter, the Newsletters Manager will find and manage authors, work with the production chief to create a process for putting the content into templates. The Newsletters Manager will work with Production, Sales, Editorial, and Marketing on various aspects of the Newsletters project. Will also help create readership promotions to grow circulation. New newsletters will be launched on a "Web time" timeline. *Location: San Francisco, CA*
Contact: M. McCarthy, Fax: 415-267-1732, Phone: 415--267-1727, Email: mac@wpi.com

Conference Coordinator (WEC)
We are seeking a Conference Coordinator to work with the Conference Department in implementing and developing conference programs for industry trade shows. Responsibilities include coordinating all content aspects of conference program including day-to-day contact with speakers and outside consultants. Must have two years related experience, excellent attention to detail, superior written and verbal communication, organizational, and computer skills. Some administrative support required. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

Event Operations Coordinator (WEC)
WEC is seeking an Event Operations Coordinator to support the Operations Manager on all operational and logistical aspects for industry trade shows. Responsibilities include exhibitor services, in-hall logistics (telecommunications, room layouts, catering, and signage), and on-site registration operations. Two years related experience, industry knowledge, and excellent communication skills required. The position requires a high energy, team oriented individual who has solid organizational and PC skills (MS Word and Excel), and can operate effectively in a growth-oriented environment. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

Marketing Manager (WEC)
We are seeking a Marketing Manager who will be responsible for developing marketing strategy and plans for assigned conference and tradeshow events. Will also develop and coordinate Web, DM and advertising campaigns, sponsor and exhibitor sales materials and generation of qualified sales leads as well as administer marketing budgets for assigned events. Additional responsibilities include managing vendors, production of marketing materials, coordinating on-site and post-show research, overseeing all public relations activities and establishing trade relationships. Requires 3-5 years experience in marketing communications or technology event marketing. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

"Wish you were here..."

IDG Employee Referral Bonus Plan

Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

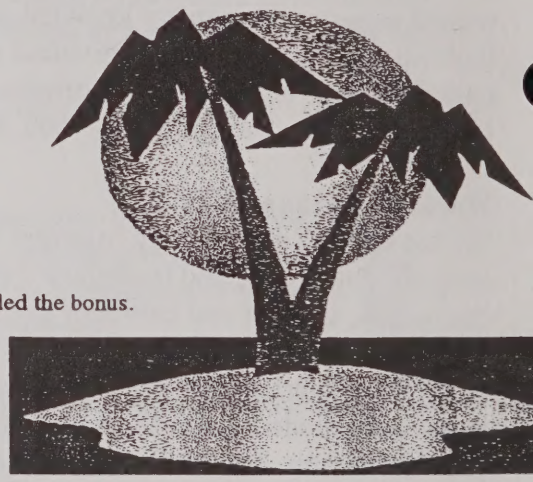
- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.

RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: **$500** **$200**

For a complete list of nominees, see the Webby Awards article on IDG World Update Online at http://www.idgworldupdate.com.

Win tickets to the Webby Awards

Everyone casting a vote in the People's Voice Awards will have their name automatically entered into a random drawing and one lucky voter will receive an all-expense paid trip for two to the Webby Awards show on March 18 in San Francisco. However, IDG employees have another avenue to get them into the star-studded show. As they did last year, organizers are offering two tickets to the Webby Awards to two lucky IDG employees who are selected in a random drawing.

To be eligible, send an e-mail with your name, title, business unit and e-mail address to world_update@idg.com by Feb. 17. Winners will be announced in the Feb. 22 issue of *IDG World Update*.

Please note: the prize is for tickets only, and does not include accommodations or travel expenses.

Webby Award nominees named in 22 categories

Winners to be announced March 18

Fire up those Internet browsers! On Jan. 6 the International Academy of Digital Arts and Sciences (IADAS) announced the nominees for The 1999 Webby Awards®, and the voting for the top Internet sites in 22 categories began immediately thereafter.

Over 200 IADAS members are serving as judges this year. The eclectic mix includes celebrities such as musician David Bowie, publisher Tina Brown, film director Francis Ford Coppola, IT industry expert Esther Dyson and "Dilbert" cartoonist Scott Adams.

While the IADAS members vote for the official Webby winners on their own secure online voting ballot, Internet fans around the world can review the same list of nominees and cast ballots for their favorite sites through The People's Voice Awards. More than 200,000 people — twice as many as last year — are expected to vote online at http://www.webbyawards.com/voice. Voting concludes Feb. 5.

For the first time in the awards' three-year history, an outside auditing firm, PricewaterhouseCoopers, will audit the balloting process. The Webby Awards are the first Internet awards show to work with an outside auditor.

Webby Award winners will be announced at a ceremony to be held March 18 at the Herbst Theater in San Francisco followed by a celebration party at the newly renovated San Francisco City Hall, a national landmark. More than 3,000 celebrities and new media aficionados from around the world will attend the invitation-only event, while several hundred thousand Internet fans are expected to tune into the Webcast.

Produced by the IDG Conference Management Co., this year's edition of the Webby Award show promises to be as dazzling and irreverent as the two past events while still maintaining its status as the leading creative honors in digital media.

For more information, contact Executive Producer **Tiffany Shlain** at tiffany@webbyawards.com. WU

Asia-Pacific Summit

continued from page 1

rebound over the next few years, once again outpacing world IT growth.

Other Summit speakers included Asia-Pacific and U.S. government ministers and secretaries, university professors, and such high-level executives as Intel CEO Andy Grove, Oracle CEO Larry Ellison, Cisco Systems Chairman John Morgridge and Microsoft COO Robert Herbold.

The Summit plays a critical role in influencing IT trade policy between the U.S. and Asia Pacific. "Participating in the Summit offered IDG a hand in shaping regional IT growth at the highest level," Edwards noted. IDG is now being solicited to participate in the World Congress on Information Technology, which will be held in June 2000 in Taiwan, and future Asia IT Summits in the U.S. and abroad.

"Summit attendees are a target for buying IDG Asia-Pacific services," Edwards said, "so all of IDG Asia-Pacific business units had products on display at the event, raising the visibility of IDG's regional offerings in the eyes of top Asia and U.S. IT executives and trade ministers." IMS was also available at the IDG booth throughout the conference to answer inquiries from the Summit's 300 attendees.

"The Summit gave our clients an understanding of the economic, social and political hurdles Asia-Pacific countries will have to overcome to compete in the information age," said **Ginny Pohlman**, vice president of international sales for IMS.

For more information on the Information Society Index, go to http://www.worldpaper.com/ISI/isihome.html. For the IT Summit, contact **Volker Heistermann** at volker_heistermann@idg.com. WU

Upcoming events

(Please note corrected dates for the European meeting.)

PC World Global Product Support Center Meetings
Latin America, March 3-5
Puerto Rico
Asia, March 24-26, Kuala Lumpur
Europe, May 26-28, Rome
Contact: Nancy Jacobs, nancy_jacobs@pcworld.com

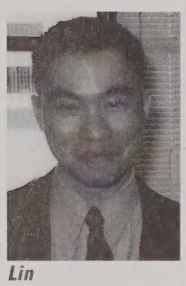
LinuxWorld Conference & Expo
March 1-4
San Jose Convention Center
San Jose, CA
www.linuxworldexpo.com
Contact: Kristin DeAngelis, kristin_deangelis@idg.com

Internet Commerce Expo
March 22-25
World Trade Center
Boston, MA
www.iceexpo.com
Contact: Susan Branscombe, susan_branscombe@idg.com

noteworthy people

Rau

Ali


Lin

Tonner

Chow

Promotions

PC World Technical Editor **Shane Rau** has been promoted to senior technical editor. "Shane has done a superb job as assistant technical editor and then technical editor," said *PC World* Editor-in-Chief **Cathy Baskin**. "Last year, in addition to sharing tech-editing responsibilities, Shane graciously took on projects to improve the editorial department's technical know-how: from helping us understand new technologies to improving our use of WorldBench to working on the department intranet. Most important, this year Shane took on full responsibility for PC reliability and service data."

PC World Customer Service Specialist **Shama Ali** has been named circulation assistant. "Shama has been with us since the beginning of 1996, covering our subscriber customer service needs," said **David Cobb**, *PC World*'s director of circulation operations. "Shama has brought a great deal of energy to the customer service position, improving workflows and streamlining the process. We look forward to having her bring these skills to bear in her new position and are excited to have her input and assistance in our renewal, billing and fulfillment area."

New employees

IDG Human Resources Service Division West's newest senior human resources representative is **Tommy Lin**. Tommy's last position was at TMP Worldwide, where he worked as an HR manager. He received his B.A. in business from George Washington University, in Washington, D.C., and when he is not handling office responsibilities, Tommy can be found snowboarding, mountain biking and playing tennis and basketball.

Errol Francis joins the team at *InfoWorld* as the newest desktop support specialist. He was previously employed at Siemens. His background includes training at Career Dynamics International Technical School. Home improvement is one of his hobbies, especially painting and decorating a soon-to-be-occupied nursery.

Rebecca Craig has been hired by *InfoWorld* as an associate art director. She was previously a marketing communications manager at Veon, Inc. in San Francisco and before that a graphic designer at Electronics for Imaging in Foster City, Calif. She has a B.A. in journalism from the University of California/Santa Cruz.

Javiera Garcia is the new sales assistant at the *Network World* office in Santa Clara, Calif. She comes from Aaronson, Dickerson, Cohn and Lanzone, where she was an assistant to the city attorney's office for Belmont, Foster City and San Carlos, Calif. She is presently working toward a B.A. at San Jose State University and likes jogging, aerobics and salsa dancing.

Director of Marketing Communications **Simon Tonner** comes to IDG Games Media Group from Ziff-Davis, where he was the director of marketing and sales development for *ComputerLife* and *Equip* magazines. He holds a B.S. from San Francisco State University in marketing with an emphasis on advertising. In his spare time he likes to ride his three motorcycles.

Steven Harris has been hired at IDC as a research analyst. He was previously employed at the U.S. Department of Commerce, where he worked as an industry analyst. Steven received his B.A. in economics and international relations at the University of Wisconsin at Madison, and later earned a master's degree in foreign service at Georgetown University in Washington, D.C. He enjoys travel and biking.

Dawn Daggett joins IDC as the new marketing specialist for the software division. Dawn was previously employed at Sybase, Inc., where she held the title of alliance marketing specialist for the development program. At Northeastern University in Boston, she earned a B.S. in business administration with a major in marketing and a minor in communication. She likes running, skiing and traveling.

Colleen Quick is the new marketing promotions manager at IDG Books. She joins IDG from Promotion House, a division of Western International Media, where she was a senior account executive. She graduated from the University of San Diego with a B.A. in business administration. Colleen is an avid traveler, a movie buff and a "socializer" when not in the office. Her latest accomplishment, she says, was taking nine months off between jobs to "travel and play."

Returning employees

Kim DiMascio, the new director of national accounts at the IDG Marketing Services office in Stamford, Conn., joins IDG from ZDTV, where she worked as a regional manager. Prior to employment at ZDTV, Kim was a senior district manager at Computerworld. She has a B.A. from Bentley College in Waltham, Mass., and is busy getting settled in her New York City home after relocating from Boston.

After leaving her position as human resources manager at *Macworld* to work at Clorox Corp. as a human resources consultant, **Marisa Chow** returns to IDG as the human resources manager of Human Resources Services Division (HRSD) West. She earned a B.A. in liberal arts from the University of California/Berkeley. An ardent traveler, Marisa recently spent three weeks exploring the eastern Caribbean.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Klemens Paunert *IDG Germany*

16
Michelle Reyes *PC World*

15
Mark Winther *IDC*

13
Jeff Edmunds *PC World*

11
Chris Guio *InfoWorld*
Dorothy Rosenthal *IDC*
Michelle Lajeunesse *IDC*
Michelle Wong *CW Singapore*

10
Miriam Karlin *IDG*

9
Niklas Mattsson *IDG Sweden*
Francis Mao *IDG Games Media Group*
Ben Barbante *InfoWorld*

8
Gary Koch *IDC Singapore*
David Cobb *PC World*

7
Luiz Fernando Pereira das Neves Vieira *IDG Brazil*

6
Agnes Vanek *FCW Government Technology Group*
Shirley Tafoya *IDC*
Felix Gonsalves *IDC*

5
Katia Freire Capos De Barros *IDG Brazil*
Fred Kuhn *FCW Government Technology Group*
Phil Branon *InfoWorld*
Cathy Garland *IDG*

4
Dennis Philbin *IDC Singapore*
Paul Krill *InfoWorld*
John-Marc Clark *IDC*
Chrissie Selfridge *PC World*

3
Irene Basurto *IDG Games Media Group*
Elizabeth Smith *Computerworld*
Melissa McCleery *Computerworld*
Akira Minamikawa *IDC Japan*
Elsie Yim *IDG Books*
Tracy Hieger *IDG Books*
Florence Schmit *IDG Marketing Services/France*
Sara Lake *IDC*
John Tan *CW Singapore*
Kek Li Peng *CW Singapore*
Natasha Sum *CW Singapore*

2
Carlos Cid *IDG Spain*
Carlos Heredia *IDG Spain*
Lyndsey Young *IDG Games Media Group*
Karen Beasley *Computerworld*
Thomas Card *IDG Books*
Loreto Power *IDG Germany*
Frederic Bonnin *IDG Marketing Services/France*
Janis Crowley *InfoWorld*
Michael Torcellini *InfoWorld*
Timothy Leonard *CIO*
Susan Watson Sutkowski *CIO*
Tao Ai Lei *CW Singapore*

1
Naoko Iguchi *IDG Marketing Services/Japan*
Madeleine Poquiz *Computerworld*
Brian Shindledecker *Computerworld*
Marcus England *IDC U.K.*
Baiju Nakarja *IDC U.K.*
Scott Moore *IDC U.K.*
Yuko Shirai *IDC Japan*
Jacqueline Smith *IDG Books*
Robert Richards *IDC*
Christopher Murphy *IDC*
Janice Mahler *PC World*
Vanessa Chng *CW Singapore*
James Miller *CW Singapore*
Yvonne Low *CW Singapore*

Please note: All anniversary information is to be supplied by individual business unit managers to *IDG World Update*.

FCW bestows first annual President's Award

After the annual IDG Employee Survey last year "Employee rewards and recognition" ranked high on the FCW Government Technology Group management team's to-do list. The FCW President's Award was established soon after.

The purpose of the award is to provide special recognition for the extraordinary contributions of one FCW employee each fiscal year. "This award offers a clear example of achievement and standards to which we hope everyone in the company will aspire," FCW President **Edith Holmes** noted.

The recipient of the 1998 FCW President's Award was Production Director **Margo Dunn**. In the course of the past fiscal year, according to Holmes, Dunn directed the production of 41 regular issues of *Federal Computer Week*, 12 "Government Best Buys" supplements to *FCW*, four "Buyers' Guides," and 12 issues of *civic.com*, in addition to numerous supplements, inserts and custom publishing projects. All came in on time and at or under budget.

Dunn also negotiated and managed *FCW*'s move to a new printer and worked closely with the editorial department on a major redesign of *FCW*. She instituted a premium position chart and an insert schedule report, enabling the sales force to be accurate in what they promise customers. Dunn also provided careful price quotes for countless projects that ultimately translated into more profit for the division.

*FCW President **Edith Holmes** and IDG Chairman **Pat McGovern** present FCW Production Director **Margo Dunn** (center) with the first annual FCW President's Award.*

"A colleague said of Margo in nominating her, 'Perhaps the strongest driving force motivating Margo is that she cares.' I have certainly found that to be true, whether the issue is the quality of a particular printed page or involves our business unit as a whole. Margo represents what we intend with the President's Award, and I am delighted that she is its first recipient," Holmes said.

"Although I concede a fierce devotion to this place and to our products, that has sometimes meant long and stressful hours," Dunn said. "The work and the close relationships I have formed at FCW have truly been rewarding. More than any emotion I experienced when the award was announced, I felt the responsibility to live up to the standards required for nomination. I look forward to sharing the motivational power of this award with next years' recipient." WU

celebrating 10!

Name
Alan J. Farias

Home
Taunton, Mass.

Joined IDC
January 1988 as a Market Research Associate for IDC's Global Data Resources (GDR) group.

Career path
GDR became Installed Technology International, which later became Computerworld's Information Management Division; I re-joined IDC in 1997.

Current title
Research Manager at IDC's Personal Systems Group.

Best part of your job
My colleagues are truly focused on quality, and I love being a part of that.

Latest accomplishment
IDG's and IDC's senior management needed a study turned around very fast and, thanks to the cooperation we received from the IDC analysts, a very tight deadline was met.

Most memorable thing that's happened to you at work
A few years ago Bill Gates read my handwritten summary that analyzed a phone survey of Microsoft customers. The summary was presented to him personally by **Gary Beach**, then president of Computerworld. Gary said that the survey played a key role in enabling him to greatly extend his private meeting with Gates and thus drive home the Computerworld message.

What's kept you at IDG for 10 years?
A couple of years ago I left IDG to become associate research director for Ziff-Davis' *PC Week* for four months (don't get me started). Having seen the other side, I can say that if you get the job done, IDG takes care of its people.

Best way someone could compliment you on your work
Telling me that they got better data, sooner, and for less money than they expected, and that I helped to make that happen.

Interests outside the office
I'm a political junkie and a baseball fan.

Family
My wife Sherry (we were married in 1986, two weeks before the Sox lost to the Mets — probably no connection); son Gregory, age 8.

AMY SHLUGER

*IDG Chairman **Pat McGovern** (right) escorted IDC's **Alan Farias** to dinner at the Ritz-Carlton in Boston in honor of his 10 years of service to the company.*

Most rewarding thing you've ever done?
So far, my son is on the right path and it doesn't get any better than that.

Five people — living or dead — you'd invite to a dinner party?
Pete Townshend, Roger Daltrey, Keith Moon, John Entwistle [band members of The Who] and a good videographer.

Last good deed
I got onto the National Bone Marrow Donor Registry.

Your idea of a perfect day alone?
Read a Rex Stout/Nero Wolfe book at a Chinese restaurant that I like, followed by some Carvel ice cream with M&Ms mixed in.

Fantasy job
Covering the auto industry. I love cars.

As a kid, what did you want to be when you grew up?
Tall and handsome. I settled for 5' 9" and (see photo).

What others can't tell just by looking at me
I was a salesman for Keebler for a month and then decided that going back to college was a good idea.

If you won the lottery tomorrow, you would...
Cash the check, then ask Carol for a week off.

Manager's profile
"I consider myself lucky to have Alan on my team. His knowledge of primary research, superior organization skills and keen attention to detail can turn chaos into smooth sailing. His passion for quality and customer service is unsurpassed, and he is one of the most dedicated employees I have ever met."

— ***Carol Glasheen**, research director, Primary Research and Market Models Department*

10 years ago this month

A record-breaking show marked the 10th anniversary of Communications Networks, as ComNet was then known. The Washington, D.C., show attracted more than 17,000 people and made steps toward becoming the leading show over its competitor, Interface, from the year before.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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The Mac is back! Macworld Expo attracts old, new users

Eager show goers line up outside San Francisco's Moscone Convention Center. The crowd at this month's Macworld Expo was estimated at 70,000.

***Colin Crawford**, CEO of Mac Publishing (left) congratulates Ben Waldman, general manager of Microsoft's Macintosh Business Unit, on winning a Macworld Editor's Choice Award.*

With an estimated attendance of 70,000, many involved in this month's Macworld Expo/San Francisco claimed it was the best show in a long time. Held Jan. 5-8 at the Moscone Convention Center in downtown San Francisco, this year's show attracted some 464 exhibitors, according to IDG Expo Management, which runs the four-day show.

"It's been a long time since I've been at a Macworld Expo with as much energy and excitement about the platform as this show had," said **Andy Gore**, *Macworld* magazine's editor-in-chief. "Not only was there a groundswell of enthusiasm from the Mac faithful, but also from a huge influx of new users brought to us courtesy of the tremendous success of the iMac."

Much of the excitement was a result of Apple interim CEO Steve Jobs' introduction of new Mac models running at processor speeds up to 400 MHz as well as iMacs in five new colors being marketed as: strawberry, blueberry, tangerine, grape and lime.

Traffic at the *Macworld* booth was particularly busy this year. The Macworld Live! Webcast featured four days of live video programming of events, news, and product announcements at the show, bringing

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Coming up

CIO Enterprise Value Retreat
Jan. 31-Feb. 3
Tucson, Ariz.
Contact: CIO Executive Programs
Tel: +508-872-0080

DEMO Conference
Feb. 7-12
Indian Wells, Calif.
Contact: IDG Conf. Mgmt. Co.
Tel: +650-312-0545

European IT Services Forum
Feb. 10-12
Munich, Germany
Contact: IDC European Conf. Ctr.
Tel: +322-646-9884

Abrams, Milton tapped to fill *CW* publisher, VP slots

Computerworld, Inc. announced two high-level appointments last week, naming former *Computerworld* employee **Michela O'Connor Abrams** to the post of senior vice president and publisher, and appointing former Internet Commerce Expo President and founder **Ron Milton** to vice president/group director.

Computerworld had not filled the publisher post since **Jim Martin** was appointed president and CEO of Computerworld, Inc. in November 1997. Martin said the search was a wide-ranging one given *Computerworld*'s unique position as one of IDG's key worldwide global products. "We were looking for an executive with broad business and P&L experience, enterprise-level capabilities, knowledge of technology publishing and someone who could appreciate *Computerworld*'s position in the market," he noted. "I'm delighted to confirm that Michela brings all of those skills and more to her new role."

From 1996 until her appointment at *Computerworld*, Abrams was chief operating officer of Softbank Forums. In that role, she was responsible for the operation and management of 13 trade shows and conferences and was accountable for conference content and programs, sales, marketing and operations. She also founded NetForums, a division of Softbank Forums, and helped create Softbank Studios, a business development group that ran developer conferences, including Sun's Java One.

Previously, Abrams was VP/group publisher at The McGraw-Hill Companies, with responsibility for the operation and management of *LAN Times*, *Network Technical Journal*, *Selling Networks* and *Open Computing* magazines. Earlier, Abrams was *Computerworld*'s Western vice president/sales from 1988-1991. In that role, she led

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Upcoming Macworld Expos

July 23-25
Macworld Expo/Singapore

Aug. 4-6
Macworld Expo/Boston

Oct. 1
Macworld Expo/Hong Kong

Oct. 1
Macworld Expo/Dusseldorf

Nov. 16-21
Macworld Expo/Madrid

July 21-23, 2000
Macworld Expo/Singapore

For more information, see the events section of the IDG corporate Web site (http://www.idgcorporate.com

Macworld

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Macworld Expo to well over 240,000 virtual attendees through a partnership with ZD Network News.

Macworld also held its prestigious, 14th annual editor's choice awards during the week. This year's winners included Apple Computer receiving the Impact Award for the iMac and Microsoft receiving the software of the year award for MS Office.

Vendors exhibiting at the show reported brisk sales, deep lines of customers and increased interest in new and established products among visitors. The Corporate Buyers Alliance, a new program, exceeded exhibitor and attendee expectations, noted Rob Scheschareg, Macworld Expo show director. Qualified exhibitors and attendees participated in this first-time program, which matched corporate buyers walking the show floor with participating exhibitors offering volume sales incentives.

Underscoring the important role of the Mac in the development of the World Wide Web, Macworld Expo attendees registered and cast their ballots for the much-anticipated Webby Awards' People's Voice Awards (see *IDG World Update*, Jan. 18).

"Macworld Expo in New York last July was dismal," said Eric Ullman, an account executive for Dantz Development Corp. "And a year ago [in San Francisco], the mood was gloom and doom. But this year, the energy is amazing — attendance and sales are terrific. Between Tuesday morning and Thursday afternoon, we sold out the Retrospect 4.1 software we brought, as well as a package with bundled software," Ullman said. "This expo is eight times better than last year."

Announcing the Best of Show Awards at the Macworld Live! Webcast are (left to right) Macworld Senior Editor/News ***Stephen Beale,*** *Macworld Editor-in-Chief* ***Andy Gore*** *and host Rick Myslewski.*

Macworld editors participated in dozens of seminars and live appearances on the show floor, did several live national television broadcasts and reached out to a host of Mac vendors. "I'm just grateful we could be part of this rebirth of the Macintosh experience," Gore said.

Macworld Expo is owned by IDG, produced by IDG Expo Management Co. and sponsored by Mac Publishing LLC, a joint venture between IDG and Ziff Davis and publisher of *Macworld*, *eMediaweekly* and MacWEEK.com. WU

In the 10 years prior to joining IDG in 1996, newly appointed CW vice president ***Ron Milton*** *was a paid Computerworld subscriber.*

IDG WORLD UPDATE

Computerworld

continued from page 1

the sales team to an all-time high in market share and, Martin noted, gained a following in the advertising community for her persuasive selling style and market knowledge.

Abrams will join Computerworld on March 1 and will be based in San Mateo, Calif. Her oversight responsibilities will include all ROP, demographic and Marketplace advertising sales; strategic marketing; the IT Intelligence Unit; CW Careers and Technical Recruiting Conferences; and the new Enterprise Business Solutions Unit.

Ron Milton, who joined IDG in1994, will serve as vice president/group director of the Enterprise Business Solutions Unit. According to Martin, Milton's responsibilities will include expanding the custom publishing and white paper business, building an expertise center focused on electronic commerce and telecommunications, enhancing Computerworld's ability to sell online advertising, and building custom seminars and conferences for Computerworld customers.

"As someone who has worked in the computer business, has worked as a VAR and used technology in vertical business applications, and who built a successful exposition business around the hot e-business market, Ron has the skills to help us build new business opportunities far beyond white papers and magazine supplements," Martin said.

While at ICE, Milton received a Chairman's Award in 1996 for most successful new expo launch and grew his business' revenues over 100% from FY96 to FY98. Before he joined IDG, Milton was vice president and partner of GLA Computer Systems in Toronto, Canada, a value-added reseller and software developer. Prior to that, he held various positions with Bull Information Systems in Toronto.

Milton joins Computerworld Feb. 1 in the company's Framingham, Mass., headquarters. WU

executive

Q and A

Bengt Marnfeldt
The general manager of IDG Sweden is this week's guest columnist.

IDG Sweden at-a-glance

Year established IDG Sweden was created in 1985 [IDG previously had a joint venture with Marnfeldt's original company in 1983; *MikroDatorn* was founded 1978 and *Computer Sweden* launched in 1983].

Employees: 220-250

Publications *Computer Sweden, MikroDatorn, Natverk & Kommunikation, NT World, Macworld, MaxiData, PC for alla, it.branschen, itAffarer, TeleAffarer, CAP & Design, Internetworld* and *Executive Report*

Other projects IDG Books, Computerworld Expo, MaxiData Expo, www.idg.se, IDG Recruitment Services, Events and Conferences and TeleMarketing

Recent accomplishments
FY98 was another record year and total sales reached $42M. *Computer Sweden* increased frequency from two to three issues per week and started morning distribution to the reader's home. The Web business reported a net profit for the year.

Main goals for FY99
1. Increase profit by 30%
2. Launch one new publication (already launched *TeleAffarer*, see Q&A this page)
3. Have Web sales reach 4% of total revenues.

Q *Computer Sweden* is now the world's only IT publication issued three times a week and delivered as a morning paper. What does the publication's core target group of IS/IT managers think about the increased frequency?

A They think it's great! At 7:00 in the morning you get hot IT news, together with your coffee, at a time when you are most receptive and open to new ideas. You can also read *Computer Sweden* on the way to your job. When it was delivered to the office around 9:00 it competed with all of people's other duties, and so they sometimes only had time to scan it. Many times the intention was to bring it home but usually you then are tired or have to do other work, which means that it easily could be forgotten.

Q Do you think *Computer Sweden* will become the first daily print newspaper for IT?

A We believe that by 2002 we will go daily, but it is always a question of timing. So far we've been lucky because we have been surfing on the Y2K syndrome, and recruitment ads are booming. But for how long? For the moment we believe that there is a life after the year 2000 and that the demand for IT workers will continue. At least they will have to fix all the bugs they introduced when they took care of the Y2K problem.

Q Your business unit has had an increase in revenue and profit every year since 1985. What are the three essential keys for this success?

A 1. The feeling that headquarters in Boston has confidence in what we are doing. This is important because sometimes we are in a hurry and have to stick our neck out and make some fast decisions.
2. A tradition of entrepreneurial attitudes that permits us to develop our product portfolio every year by closing and launching new products in accordance with the market changes.
3. A young staff that practices our Corporate Value No 10 1/2: "Let's do it!"

Q How can IDG Sweden publish 13 titles in a country that has only 8.5 million people?

A Market segmentation became our strategy when we had to compete with the Bonnier Group, which launched a *Computerworld*-type publication one week after we launched *Computer Sweden* in January 1983. They were more than 50 times bigger than we were and could rely on support from a number of sister publications. We argued that information technology would develop in many different ways and our advertisers needed a focused audience for each product category. And we were right; Bonnier closed their publication two years ago.

Q Please describe each of the three publications you've launched this past year.

A *itAffarer* is a monthly publication aimed at all those companies that want to know how you can use the Web as a sales channel. It is also the official organ for BitoS in Sweden, which is an organization for all Swedish Internet information providers.

NT World is a magazine for Windows NT users. It is a technical publication with a small, devoted audience who have strong views about nearly everything.

TeleAffarer is a newspaper for those who follow the integration of datacom and telecom. It might develop into something very profitable, or it might be smashed by its big sister *Computer Sweden*. Either way, IDG Sweden wins. We like internal competition.

Q Name three things that characterizes life at IDG Sweden.

A 1) There are a number of house rules, such as —
• *Clean off the top of your desk before going home.*
• *Do not work more than 40 hours.* Skip that coffee break or that too-long meeting and go home. Why work 12 hours a day when you can do it in eight?
• *Smile.* Successful people smile and they always look so happy.
• *Measure everything.* Have you ever heard of a golfer who wasn't aware of his handicap?

2) Independent project groups that compete with each other.

3) Lots of e-mails in order to avoid conflicts and increase efficiency. All employees file a memo every Friday afternoon summarizing what has happened during the week and what they have planned for the next week. It always starts with a quote from a customer and is sent to all project members, plus a copy goes to me, which I read Saturday mornings.

news you can use

travel update

Did you know?

Aloha Air and sister airline Island Air have begun offering electronic ticketing.

• KLM and Alitalia signed a joint venture agreement that ultimately could lead to full joint-venture operations. Alitalia has also request regulatory approval to join KLM-Northwest's joint-venture agreement for North America.

• Effective early 1999, Business Express Airlines passengers will earn American Airlines frequent flyer mileage. American Eagle, American Airline's regional airline affiliate, announced it was buying the Dover, N.H.-based regional airline, which operates 350 flights per day at Boston's Logan Airport, New York's LaGuardia Airport and at 16 other cities in the Northeast and Canada.

• The U.S. government announced that all U.S. airline flights, domestic and international, are now smoke-free.

• Delta has redesigned its new Business-Elite class, set to replace the airline's first and business class on Boeing 767ER, MD-11 and 777 flights to Europe, Asia and Brazil. Business-Elite service will be available mid-year. Enhancements include sleeper seats, power systems for laptops, a dataport for online access and phones at each seat.

• United added a third daily nonstop flight between Chicago O'Hare and London beginning Jan. 2.

Hotels, entertainment complex, expanded Moscone Center top San Francisco development boom

It has been nearly a decade since San Francisco has added new hotels, but now visible are the beginnings of a new hotel by Starwood Hotels and Resorts in the South of Market area bordering the financial district near the Moscone Center and stretching toward Silicon Gulch — the city's high-tech area. This area, now being referred to as "Downtown South," will cater to a growing number of business travelers and will include new office high rises, restaurants, shops and museums.

Starwood's "W" hotel, as the chain is known, is located at Third and Howard streets, across from the Moscone Center. It will feature 418 rooms, each boasting a 27-inch television, high-speed Internet access, and dual-line cordless phones with speakers and conference capabilities. It will also have a health club, business center and seven meeting rooms totaling 9,500 sq. ft. It is scheduled to open later this year.

The Four Seasons Hotel and Tower will be a mixed development including the 285-room Four Seasons Hotel, 140 luxury residential condominiums and a 10,000-sq-ft sports club. To be located on the south side of Market Street between Third and Fourth streets, the hotel is scheduled to open in late 2000.

San Francisco's Moscone Center is planning a build out entitled "Moscone West," which will add 300,000 square feet of meeting and exhibition space to the existing 600,000 square feet. This project is expected to be completed in 2003.

In April, the Metreon — the first in a series of Sony entertainment centers being created around the world — will open on a site next to Yerba Buena Gardens, home of the San Francisco Museum of Modern Art. The Metreon complex will include 15 large-screen theaters with a total of 4,500 seats and a 600-seat, three-dimensional IMAX theater. In addition, the complex will feature a number of Sony virtual reality attractions and various retail outlets.

And rounding out the list of current construction, the San Francisco Giants' $300 million stadium, Pacific Bell Park, is expected to open in April 2000 on a site just seven blocks south of the Moscone Center in an old industrial area known as the China Basin.

TWA offers electronic upgrades to frequent flyers

Effective immediately, TWA will offer electronic upgrades to members of its Aviators Frequent Flyer program eliminating the need for paper upgrade certificates.

Aviators was launched May 1, 1998, and is the first frequent flyer program offering rewards for dollars spent, vs. miles flown and has the lowest free reward travel, starting at 15,000 miles.

AXI extends travel sweepstakes

Good news! IDG travelers using American Express Interactive (AXI), IDG's online travel booking product, will have another opportunity to win two free tickets in the AXI Travel Sweepstakes. Due to the positive response to the promotion, AXI will run the sweepstakes again from Jan. 1 through Feb. 15.

IDG travelers, or travel arrangers, can win a pair of tickets good within the continental U.S. by purchasing an airline ticket using AXI. One set of tickets will be drawn for every 50 bookings. Since the promotion started in November, AXI has given away over 40 tickets.

For more information on the sweepstakes, or to obtain more information regarding the AXI interactive booking product and a user ID, please contact **Paul Carlin** at 508-820-8645 or paul_carlin @idg.com. At this time, the AXI product is only available in the U.S.

IDG Corporate Travel Manager **Lyndsey Pomella** contributes this column. She may be reached at: lyndsey_pomella@idg.com.

Job Opportunities - January 25, 1999

Regional Sales Manager (CHSG)
This individual will be responsible for a Northern California sales territory for Solutions Integrator Magazine, IDG's Channel Services Group. The successful candidate will prospect for new accounts and maintain and expand existing client relationships in the territory. The position requires a minimum of 2-4 years outside sales experience. Previous publishing or channel experience is desirable. *Location: San Mateo, CA*
Contact: M. Taussig, Fax: 650-294-7801, Phone: No phone number, Email: mark_taussig@idgchsg.com

Advertising Director, Computerworld Careers (CW)
In this newly created, Framingham-based position, you will be responsible for managing five sales regions located in Massachusetts, Pennsylvania, Virginia, Illinois and California. The FY99 revenue goal is $10M and is comprised of the weekly newspaper advertising, magazine supplements and on-line. You will make sales calls, participate in the establishment of goals and account targeting, be responsible for presentation ideas in conjunction with Careers Marketing and ensure sales goal achievement. The mentoring and managing of 12 sales professionals is also an important part of this position. In order to be successful in this role, you must possess strong management skills in a sales environment, a proven record of sales management success, excellent interpersonal skills and a willingness to travel as needed. Experience in the recruitment industry is also preferred. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Group Operations Coordinator - Communications Research (IDC)
IDC's Communications Group is seeking a full-time Group Operations Coordinator. Responsibilities include data entry of client information, maintaining research supplies, administrative tasks such as filing, copying, faxing, mailing, making travel arrangements, as well as any special projects as they arise. One to two years of office experience and familiarity with Windows 95 and Lotus Notes is a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Research Analyst, Interactive Training Services (IDC)
IDC's Services group seeks a Senior Research Analyst to focus on coverage of the growing corporate education and training market. The analyst will provide strategic advice and insight to vendors and users on the following key areas: training content, training delivery technologies, and training services. The successful candidate will have 2-3 years experience in and a solid working knowledge of corporate education. Excellent writing, presentation, spreadsheet/forecasting, and client relations skills are needed. A Masters Degree in Education or Business Administration is preferred. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

Benefits Administrator (IDG)
The IDG Corporate Human Resources Department is seeking a customer service oriented individual to handle administrative tasks related to the benefit programs offered at IDG. This full-time, position will be responsible for assisting 401(k) administration, Life/LTD and AD&D processing, general distributions, filing, answering phones, faxing, copying, health insurance audits, responding to employee requests for information, and special projects. Qualified candidates will posses strong customer service skills, ability to handle confidential information, attention to detail, team-orientation, and interest in benefits administration. Computer skills (Microsoft Office) and benefits experience desired. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

HR & Payroll Administrator (IDG)
The individual in this position will be responsible for human resources and payroll administration. Responsibilities include working with divisional human resources staff on the administration of compensation, benefits and personal information changes/transactions as well as ESOP loan administration, garnishment processing, and will serve as the banking liaison. Prior experience in human resources or payroll administration or processing, or accounting, would be helpful. Excellent customer service and organizational skills are necessary. Familiarity with Excel and the ability to work in a very fast paced, team environment. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

Section Editor (IFW)
InfoWorld's Test Center has an opening for a section editor who will manage and direct coverage of client/server reviews, comparisons, and technical features. The Client/Server Section Editor will be responsible for building a team of talented technical analysts and editors and focusing their efforts on producing timely coverage of client and server products and technologies. This person will also need to exercise collaboration and relationship skills with other teams or editorial departments. Strong journalism background, up to five years publications experience, and up to three years of management/team-building experience is a must. A passion for covering client/server topics and experience developing and maintaining vendor relationships is highly desirable. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

Account Manager (IFW)
The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years' of selling experience plus knowledge of the PC industry required. Bachelor's degree preferred. *Location: San Mateo, CA*
Contact: L.Brault, Fax:650 312-0668, Phone: 650 312-0669, Email: resumes@infoworld.com.

Regional Sales Manager (IFW)
The person in this position will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and "electric" editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing a Sales Associate. Requires a minimum of five years in computer publication ad sales.
Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

Sales Operations Manager (IFW)
Reporting to the Publisher, the Sales Operations Manager will be responsible for all national display sales reporting, setting up specific sales training guidelines for all sales positions, developing and implementing sales events like the National Sales meeting, and working with the sales management team on sales strategy, compensation planning/tracking, and expenses. In addition, works closely with the Marketing department on event coordination for Sales functions, as well as being the key national display sales contact/liaison. Requires strong written and verbal communication skills, excellent organizational skills, analytical competency and 5-8 years publishing experience.
Location: San Mateo, CA
Contact: L.Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

Account Executive (NW)
Network World is looking for an Account Executive to join the Recruitment Sales Department. We're looking for a high energy, inside sales rep, who thrives on challenging the clients. Working on an assigned territory, you must enjoy telephone contact and daily maintenance of client records. The ability to speak to hiring/staffing professionals and develop creative telephone campaigns is required. Qualified candidate will be self-motivated, organized, and have related sales experience. *Location: Framingham, MA*
Contact: D.Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

BU	Category	Title	Location	Contact	Phone #	Fax#
CHSG	Ad Sales	Regional Sales Manager	San Mateo, CA	M. Taussig	P: N/A	F: 650-294-7801
CHSG	Ad Sales	Senior Regional Sales Manager	Irvine, CA	M. Taussig	P: N/A	F: 650-294-7801
CHSG	Admin	Administrative Assistant	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CHSG	Finance	Financial Analyst	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
CHSG	Systems	IS Manager	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Ad Sales	Account Executive	San Francisco, CA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Ad Sales	Advertising Sales Associate	San Francisco, CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Bus Dev	Web Program Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Exec Progs	Fulfillment Assistant, Executive Programs	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Exec Progs	Meeting Planning Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Finance	Accounting Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	On-line	Web Writer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Systems	User Services Specialist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
Comp Curr	Edit	Senior Editor	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Edit	Senior Writer	Framingham, MA or San Mateo CA	M. Maynard	P: 508-820-8162	F: 508-879-3760
CW	Sales	Advertising Director, Computerworld Careers	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Managing Director of Computerworld Enterprise Publishing	Framingham, MA or San Mateo, CA	T. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Senior Account Executive	Framingham, MA	M. Maynard	P: 508-820-8162	F: 508-879-3760
CW	Sales	Western Regional Director of Computerworld Enterprise	San Mateo CA	P. Sur	P: 650-524-7102	F: 650-524-7003
FCW	Ad Sales	Inside Sales Associate	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Copy Editor	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Editorial Assistant	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Events	Account Executive, Events	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Events	Sales Representative, Online/Events	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Sales	Telemarketer	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Testing	Technical Analyst	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
GWAN	Operations	Director, Client Services	San Francisco, CA	L. Gerberg	P: 415-676-3054	F: 415-835-2473
IDC	Admin	Group Operations Coordinator - Communications Research	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Edit	Editorial Manager	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	HR	Senior Recruiting Specialist	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Intern	Intern, IT Advisor	Framingham, MA	D. Fagan	P: 508-935-4266	F: 508-935-4610
IDC	Intern	Intern, Peripherals	Framingham, MA	D. Fagan	P: 508-935-4266	F: 508-935-4610
IDC	Mktg	Graphic Design Manager	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Group Marketing Manager, Consulting	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Prod	Part- time Consulting Production Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Consulting Production Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Engineer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Specialist/Copy Editor, Latin America	Miami, FL	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Prod	Director, Publishing Services and Technologies	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Associate Research Analyst, Global Research Services	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Consulting Director, Software Consulting	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Consulting Director, Systems Consulting	Mt. View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Consulting Manager, Communications	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Inquiry Analyst	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Manager, Investment Research Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Analyst, Consumer Devices	Mountain View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Analyst, Global Research Services	Mountain View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Research Analyst, IRS/CIA	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Analyst, Latin America Printer Quarterly	Mountain View, CA or Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Research Analyst, Printers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Director, Commercial Systems &Server	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, Intranet Strategies	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Manager/Director Java Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager/Director of Internet Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Interactive Training Services	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Leadership Competitive Strategies	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Outsourcing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Residential Telecom Services	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Sales	Client Service Representative, Major Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Client Service Representative, Strategic Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sales Operations Coordinator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Telesales Representative	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Application Development Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	PC Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC Australia	Rsch	Research Analyst, IT Services, IDC Australia	Sydney, Australia	Chris Fell	P: +61-2-9925-224	F: +61-2-9922-3682
IDC Dubia	Rsch	Research Analyst, IDC Dubai	Dubia, UAE, Middle East	Sanjeet Dabral	P:+971-4-374-494	F:+971-4-374-122
IDC France	Rsch	Consultant, IDC France	Paris, France	N. Bertaggia	P: +390-2-2845731	F: +390-2-28457333
IDC France	Rsch	Consulting Manager, IDC France	Paris, France	N. Bertaggia	P: +390-2-2845731	F: +390-2-28457333
IDC Germany	Sales	Sales Manager, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-2845731	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, European Vertical Markets, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-2845731	F: +390-2-28457333
IDC Nordic	Rsch	Research Director, European Internet Market, IDC Nordic	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDG	Admin	Check Processor	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Admin	PT Receptionist	Irvine, CA	J. Stevens	P: 714-442-4032	F: 714-250-4881
IDG	Exec	Director, Recruitment Programs	East or West Coast	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	HR	Benefits Administrator	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	HR	HR Assistant	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IDG	HR	HR & Payroll Administrator	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	HR	Senior Human Resources Representative	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
IDG	Systems	Business Systems Analyst	San Francisco, CA and San Mateo, CA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	Tax	Senior Tax Accountant	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Games Media Group	Mktg	Marketing Specialist	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Games Media Group	Sales	Regional Sales Manager	New York	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG News Service	Edit	Asia-Pacific Copy Editor	Tokyo	R. Garretson	P: 617-303-7821	F: 617-423-0240
IDG News Service	Edit	Copy Editor	Boston, MA	E. Heichler	P: 617-423-0404	F: 617-423-0240
IDG News Service	Edit	West Coast U.S. Correspondent,	San Francisco, CA	R. Garretson	P: 617-303-7821	F: 617-423-0240
IDG.net	Ad Sales	Online Advertising Coordinator	San Francisco, CA	J. Hourston	P: 415-267-4535	F: 415-267-4558
IDG.net	Admin	Executive Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
IDG.net	Operations	Business Development Manager/Director	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
IDG.net	Sales	Online Advertising Account Manager(2 openings)	San Francisco, CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Systems	Senior Web Systems Programmer	San Francisco, CA	W. Kessler	P: 415-267-4536	F: 415-267-4558
IDG/B	Admin	Administrative Assistant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Edit	Associate Acquisitions Editor	Chicago, IL	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Copy Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Development Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Executive Editor	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	New Product Development Editor (3 openings)	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Proofreader	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	Cash & Claims Analyst (2 openings)	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240

IDG/B	Graphics	Graphics Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Legal	Licensing Coordinator	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Subsidary Rights Assistant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Catalog Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Technology	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Copy Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Copy Services Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Market Promotions Mgr.(for the Dummies Brand)	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Product Marketing Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-line	Online Publicist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Operations	Computer Operator	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Operations	Inventory Control Manager	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Operations	Mailroom Assistant	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Operations	Purchasing Agent	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	PR	Public Relations Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	On-line Preprocessing Technician	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Prod	Production Director	Indianapolis, IN	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Sales	Account Coordinator - Int'l Sales	Indianapolis, IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Account Coordinator (4 openings)	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Account Manager (4 openings)	Various locations	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Customer Service Representative (2 openings)	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Sales	Educational Account Manager	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Sales	Special Sales Account Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Director Distributed Systems	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	IS Manager, OASIS	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	Programmer/Analyst	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	System Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Technical Support Representative	Indianapolis, IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/CMC	Conf	Director, Managed Conference Division	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG/CMC	Conf	Sr. Conference Manager	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG/CMC	Sales	Sales Administrator/Jr Account Executive	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
IFW	Edit	Associate Editor - Editorial Projects	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Edit	Senior Editor-News	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Facil	Receptionist, P/T	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Mktg	Events/Tradeshow Manager	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	R&T	Section Editor	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Sales	Account Executive/Inside Partner (Display)	Rochelle Park, NJ	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Account Manager	San Mateo, CA	L.Brault	P: (650) 312-0669	F: (650) 312-0668
IFW	Sales	Regional Sales Manager	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Sales Associate	Irvine, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Sales Associate (3 Positions)	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Sales Operations Manager	San Mateo, CA	L.Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Sales Representative	Flexible	L. Brault	P: 650-312-0669	F: 650-312-0668
IMS	Admin	Executive Assistant	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IMS	Sales	National Accounts Analyst	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
IMS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-21	F: 44-1784-210-200
IMS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-21	F: 44-1784-210-200
IMS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-21	F: 44-1784-210-200
IS	Ad	Ad Traffic Coordinator	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Bus Dev	Business Development Manager	San Francisco, CA	J. Walowski	P: 415-733-5482	F: N/A
IS	Edit	Executive News Editor	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	On-Line	Online Advertising Director	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Prod	Publisher of Directories	open	S. Murphy	P: 415-978-3276	F: 415-267-1742
Mac Pub	Ad Sales	Account Executive	San Francisco, CA	K. Kyrias	P: 415-278-8542	F: 415-243-3656
Mac Pub	Edit	Assistant Editor (2 openings)	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Network World	Sales	Account Executive	Framingham, MA	D.Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Ad Sales	District Sales Manager	West Coast	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Mktg	Graphic Designer/Marketing Specialist	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Mktg	Marketing Specialist - Temporary Assignment (3 months)	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Operations	Sales Operations Manager	Santa Clara, CA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	West Coast, Santa Clara, CA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sales Operations Analyst, Network World Fusion	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
PCW	Circulation	Customer Service Specialist	San Francisco, CA	S. Weisbach	P: 415-978-3307	F: 415-442-1891
PCW	Edit	Editorial Researcher	San Francisco, CA	A. Kandra	P: 415-267-1750	F: 415-442-1891
PCW	online prod	Online Billing Coordinator	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
PCW	Prod	Ad Traffic Coordinator	San Francisco, Ca.	N. Maudsley	P: 415-978-3310	F: 415-974-7402
PCW	Prod	Production Manager	San Francisco, CA	L. Manes-Goodwin	P: 415-978-3315	F: 415-974-7402
PCW	Rsch	Vice President, Research	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW OSG	Art/Design	Online Designer	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Art/Design	Online Designer, Editorial	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Circ	Audience Development Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
PCW OSG	Circ	Customer Service Representative	San Francisco, CA	M. Green	P: 415-975-2680	F: 415-974-7491
PCW OSG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW OSG	Edit	Associate Editor, On-line Reviews	San Francisco, CA	R. Farrance	P: 415-978-3230	F: 415-442-1891
PCW OSG	Edit	Staff Editor, IDG Games.net	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
PCW OSG	Prod	Ad Production Coordinator	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
PCW OSG	Prod	Application Developer	San Francisco, CA	C. Lieberman	P: 415-978-2626	F: N/A
PCW OSG	Product Development	Director of Information Services	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW OSG	Product Development	Producer, TipWorld (2)	San Francisco, CA..	D. Fox	P: 415-267-1773	F: 415-974-7491
Publish	Circ	Circulation Manager/Director	San Francisco, CA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
Publish	Edit	Assistant Editor	San Francisco, CA	M. Naman	P: N/A	F: 415-975-2613
Publish	Editorial	Copy Editor	San Francisco, CA	M. Naman	P: N/A	F: 415-975-2613
Publish	Prod	Production Coordinator	San Francisco, CA	A. Merkelson	P: 415-978-3313	F: 415-495-2354
Web Publishing	Admin	Business Operations Assistant	San Francisco, CA	B. McDonald	P: 415-978-3395	F: 415-267-1732
Web Publishing	Edit	Associate Editor JavaWorld	San Francisco, CA	M. O'Connell	P: 415-267-1710	F: 415-267-1732
Web Publishing	Edit	Editor, LinuxWorld	San Francisco, CA	R. McMillan	P: N/A	F: 415-267-1732
Web Publishing	Edit	Newsletter Manager	San Francisco, CA	M. McCarthy	P: 415--267-1727	F: 415-267-1732
Web Publishing	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA or possible East Coast	E. Ramirez	P: 415-974-7443	F: 415-267-4570
WEC	Bus Dev	Director, Business Development	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Conf	Show Director	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Confer	Conference Coordinator	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Confer	Event Operations Coordinator	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Mktg	Marketing Coordinator	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Mktg	Marketing Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Sales	Sales Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600

offsite after hours

A growing fascination

GamePro's Bruce McCoy indulges a deep-rooted interest in exotic plants

When *GamePro* Account Executive **Bruce McCoy** was a little boy his grandfather and granduncle would take him for walks in the woods of Ohio and teach him about the plants growing there. From those walks grew a lifelong interest for McCoy, which recently reached fruition with his own backyard greenhouse.

"My granduncle's son was stationed in South America and brought back slide presentations on the tropics," McCoy said. "I loved that and started trying to grow plants. I like plants that have interesting and strange adaptive strategies. I became fascinated with bromeliads because of their adaptive strategies in competitive environments."

Bromeliads, which are mainly tropical plants and include pineapples and Spanish moss, are epiphytes, meaning they get water and nutrients from the rain and air and usually grow on other plants.

According to McCoy, though, they grow "on trees, rocks, telephone poles, telephone wires, everything. There's very little light on the jungle floor because the trees are so tall, so they live on the tree limbs way up where they get more light. Their roots just grasp the tree."

Previously in newspaper ad sales with the Papert Companies, McCoy said he has been growing plants since he was 10 and that he got his first job by hanging around a plant store until they hired him to sell plants. "That was my first sales job. I was definitely precocious."

He said he never sells the plants he grows now, but "I always give cuttings away to people and get others in return."

About 18 months ago, he had a 12-foot-high, 8-foot-by 10-foot greenhouse built in the backyard of his house in San Francisco's Noe Valley and has filled it with "hundreds of plants — probably thousands if you include the yard. Very few of them are indigenous to the area. With the greenhouse I have more consistent temperatures, it's warmer, I have more space and better control of water. Plants I grow outside in the summer and spring I can keep water off in the winter when they don't want to be so wet. It's satisfying to know that I can replicate their native environments."

IDG WORLD UPDATE

GamePro Account Executive ***Bruce McCoy*** *stands in his backyard next to a banana tree that he grew from seed.*

The plants are tough as nails, McCoy said, which, considering his travel schedule, is a good thing. "I could go for a week without looking at them and they'd be fine," he said. "And, no, I don't talk to them or give them names. I know their botanical names, though. I don't like the common names and a lot don't have them anyway."

He said he not only looks after plants at home but looks for them when he travels. "I like to go to places where bromeliads grow and see their habitat. I've gone to Southern Mexico, Jamaica and Guatemala."

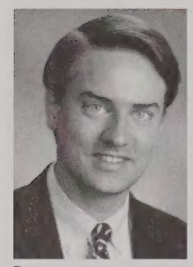
McCoy said he raises plants because "it's relaxing and rewarding to watch them grow and change and bloom. I tend to them whenever I get a chance, maybe a couple of times a week. Sometimes when I'm out in the greenhouse I lose all track of time. Suddenly I think, 'I'm hungry' or, worse, 'Hey! It's dark out!'" WU

Grab your 15 minutes of fame!

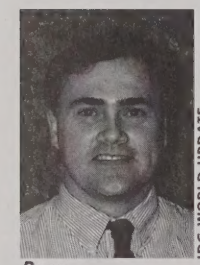
Do you or someone you work with have an interesting hobby, volunteer commitment or avocation? Maybe you climb mountains, raise show dogs, teach literacy, speak six languages or write mystery novels? If so, we'd like to hear about it! Please drop a line to world_update@idg.com or fax us at 617-423-0712.

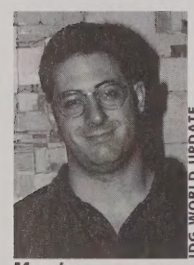
noteworthy people

Promotions


Brewer

Rich Brewer, formerly a senior research analyst, has been promoted to program manager of Network Support, Integration, and Outsourcing Services (NSIOS) at IDC. According to **Traci Gere**, program director in the Worldwide Services Research group, Rich's accomplishments contributed to leading the NSIOS program to its most successful year ever in 1998, reaching over $700,000 in revenue and exceeding its profit plan by $40,000. "Rich is the quintessential team player who keeps the best interests of all of us in the forefront of his decision-making," Gere said.


Dean


Murphy

Christine Arrington has been promoted from senior analyst to program manager, for IDC's U.S. Tracker and Emerging Technology Markets program. "Over the past two years, Christine has built the U.S. Quarterly PC Tracker program into a very successful operation," said **Sean Kaldor**, vice president of Developing Markets and Technologies. "Christine has pioneered the launch of a new program at IDC, called Emerging Technology Markets, which will endeavor to expand IDC's coverage of next-generation technologies and determine their market feasibility."

Norton

Now a senior analyst, Network and Systems Services, **Richard Dean** was formerly an IDC research analyst. According to Program Director Traci Gere, "Since joining IDC in 1997, Richard has made significant contributions in research and new business development." Gere said that Richard's "positive attitude, perseverance, and respect for the customer" have helped make him the "leader and driving force in the development and successful launch of the Support Services Database, the Services Group's first online database product."

Chris Murphy accepts the position of research analyst for IDC's PC Pricing program, after being promoted from associate analyst. **Brian Clarke**, program director of PC Pricing, said, "Chris has quickly become a major contributor to the program, handling most of its day-to-day operations since the early days of his tenure." According to Clarke, Chris will contribute to the program's pricing forecasts and its end-user business, as well as author reports and organize an overall expansion of the program's pricing analysis.

New employees

InfoWorld welcomes Senior Vice President Publishing Director **Bob Maund Jr.**, who joins IDG from *Fortune* magazine, where he worked for 12 years. As the associate publisher/IT, Bob helped *Fortune* increase its technology business by 40% in the past year, and helped create *Fortune's* "Technology Buyer's Guides" the magazine's technology supplement. At *InfoWorld*, Bob will manage all sales and marketing and be responsible for pushing advertising revenue. Bob earned his B.A. in business and marketing at Texas Christian University. He is an avid sports fan, particularly of golf, and the father of two young boys.

Cynthia Morgan joins the team at *Computerworld* in Framingham as the technology evaluation editor. She has a long list of experience including jobs as editor at *Enterprise Development*, editor at *BYTE* magazine, senior technology editor at *Windows* magazine and senior reviews editor at *Government Computer News*. She has a B.A. in journalism from California State University and completed a postgraduate degree in computer science and electrical engineering. Cynthia likes glassblowing, jewelry making and woodworking in her free time, and she will soon have a gallery show of her jewelry in Tennessee.

Kimberley Norton joins *Network World* as the director of direct response advertising. Previously, Kimberley was a sales manager at iMarket Inc. Her education includes an English degree from Bentley College in Waltham, Mass., and she is the collegiate chapter advisor for Alpha Phi International Fraternity. Recently engaged, Kimberley is looking forward to her June wedding.

Also joining *Network World* is **Heidi Brunelle**, as an e-mail and systems administrator. She was last employed at Future Electronics where she worked as an administrative assistant. Heidi earned her Unix certificate from Worcester Polytechnical Institute in Worcester, Mass.

Steven Harris has been hired at IDC's New York City office as a research analyst focusing on the telecommunication services industry. He was previously industry analyst at the U.S. Department of Commerce, where he specialized in computer networking and data communications. Steven received his B.A. in economics and international relations at the University of Wisconsin at Madison and later earned a master's degree in foreign service at Georgetown University in Washington, D.C. Steven enjoys travel and biking.

Returning employees

Jim Forbes is the executive editor for the IDG Conference Management Co. in San Mateo, Calif. He handles the monthly and weekly editions of *DemoLetter* and will launch *DemoLetter Mobile* in March. Jim began his IDG career in 1984 as the West Coast bureau chief for IDG Peterborough (N.H.). He later served as senior editor/features for *InfoWorld*. Most recently, Jim was senior technology editor at *Windows* magazine. Outside the office, Jim is a member of the Khe Sanh Veterans Association, fishes a lot and "restores old Volkswagens for a hoot and a buck."

Business units worldwide may send information for the Noteworthy page to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Donna Pomponi *Network World*

17
Kazuhiro Hara *IDG Japan*
Renee Pierce *IDG*

16
Beverly Wolff *Computerworld*

15
Donna Sparrow *IDC*
Paula Foss *Computerworld*

14
Maureen Rondeau *IDG Marketing Services*

12
Claudette Sears *IDG Research*

11
Deb Bozikis *Network World*
Bob Brown *Network World*
Alan Farias *IDC*
Fernando Rus *IDG Spain*

9
Suzanne Courteau *Mac Publishing*
Seanna Maguire *Computerworld*
Teresa Scuzzarella *IDG Research*

7
Kevin Gasper *Network World*
Cathy Sampson *Network World*

6
Fiona Macrae *IDC U.K.*
Terry Ernest-Jones *IDC U.K.*
Randi Siegal *IDC*
Arlene Braithwaite *FCW Government Technology*

5
David Rohde *Network World*
Gary Ingram *IDC*

4
Richard Bailey *Macworld U.K.*
Christy Shade *InfoWorld*
Jeffrey Heather *IDG*

3
Chris Nerney *Network World*
Frank Coelho *Network World*
Erica Tibbetts *IDC*
Dawn Scalise *IDC*
Derek Coombes *PC Advisor*
Barbara Cosseboom *Computerworld*
Stacy Farrell *IDG Books*
Anne-Marie Praetzel *Publish*
Susan Waring *IDG World Expo*

2
Enku Gubaie *Network World*
Aimee Lennig *The Industry Standard*
Christopher Dawe *IDC*
Roger Kay *IDC*
Paul Ryan *IDC*
Timothy Daigle *Computerworld*
Mick Lockey *PC World*

1
Monica Brunaccini *Network World*
Charley Spektor *Network World*
Ann Sullivan *Network World*
Karla Kyrias *Mac Publishing*
Ron Neal *Mac Publishing*
Carmen Iglesias *IDG Marketing Services*
Clara Lescano *IDG Marketing Services*
Ruth Walker *PC Games*
William Peterson Jr. *IDC*
Elisa Van Dam *IDC*
Kelly O'Day *IDC*
Rhonda Haynes *IDG Books*
Connie Alvero *IDG*
Michael Barbato *CIO*

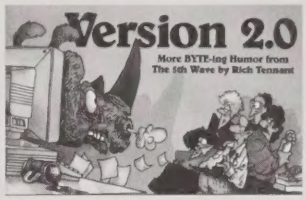
Please note: All anniversary information is to be supplied by individual business unit managers to *IDG World Update*.

off line

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, Feb. 23.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0*, or an "Off line " T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* cup.

Fax your creations to 617-423-0712 or e-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)



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celebrating 10!

Name
Clare Gillan

Home
Boston, Mass.

Joined IDC
February 1988 as an analyst

Current title
VP, Applications and Information Access Research

Most challenging part of your job
Choosing which research and business opportunities to pursue next. My team generates numerous good ideas throughout the year about where we should invest our time and dollars. At the same time we are pulled in many directions by client, research, business development and management responsibilities. It is not only challenging to prioritize the important initiatives but to stay focused when every day we are tempted to pursue other attractive but less important opportunities.

Most memorable work moment?
During my first year at IDC a client commissioned me to deliver a presentation to members of an executive team for a computer industry giant. My client was concerned that the team was about to make a product launch mistake and thought my research and opinions could help change their direction. I thought that it was my client who was making a mistake by bringing me in with the very little computer industry experience that I had at that time. What could I possibly tell these experienced executives? During the presentation I put up a slide showing potential competitors. I told them that Computer Associates, even then one of the biggest software vendors in the world, would be their biggest challenger. An executive from the software division interrupted me to ask, "Who is CA?" I explained it was Computer Associates and apologized for abbreviating the company's name. I continued to present when the executive interrupted again, this time asking, "Well, who's Computer Associates?" I asked him to rephrase the question thinking I must have misunderstood him. How could he not know of his biggest competitor? Again he asked who is CA and again I asked him to rephrase the question. Finally my manager intervened and with a big smile said, "Clare, just tell him who CA is." My manager knew this would give me the confidence I needed to succeed as an analyst, and he was right. I learned early on that while it would be nice to know all that our clients know when trying to help them, it is more important to identify the important information they are missing and to help them attain it.

*IDG Chairman **Pat McGovern** escorts IDC's **Clare Gillan** to dinner in honor of her 10 years of service to the company.*

What's kept you at IDG for 10 years?
My job is challenging and interesting and IDC provides me the autonomy to create and execute. Also, I value being part of an organization respected for its ethics and professionalism.

Best compliment you could receive on your work
Adopt my recommendations or support and promote my analysis and opinions.

What talent do you wish you had that you don't?
Sing well and speak French. Being able to sing well in French would do.

One possession you'd grab if your house were on fire?
A rusty old key I keep on my desk. After a fire burned a family home where my father grew up, I found it on the ground where the front door used to be. It reminds me of the history that helped shape my life.

Favorite vacation spot?
Prince Edward Island, Canada. My parents and I were born there. It is breathtaking from every view, the people are warm — and so is the water to most everyone's surprise. Fact books will tell you it has the warmest water north of Florida! But shhhh... don't tell anyone!

Manager's profile
"Clare is such an awesome business driver as well as a professional manager that it is hard to say just a few lines. Clare has always shown a special ability to seek out the key trend of the year in applications software and build the year's business on it. Her energy and dedication is without comparison at IDC. She went to graduate school for 18 months on Fridays and weekends while at the same time growing her practice and beating plan by record margins."

— Tony Picardi, group VP, Worldwide Software

and finally...

Globalization
Doing business in developing countries often means having to make your own market. Akio Morita, the former chairman of Sony, tells about two shoe sales people who happened upon a primitive tribe deep in the rain forest. The first sales rep faxed the boss: "No opportunities here. All the people go barefoot." The second salesperson also sent a message to headquarters. "Everyone here barefoot. Huge opportunity! Send all possible sizes and styles."

– Funny Business, Georgetown Publishing House, 202-337-8096

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Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries, IDG also produces 110 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

1 FEBRUARY 1999
VOLUME 29, NUMBER 5

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

HTTP://WWW.IDGWORLDUPDATE.COM

Upcoming training for Framingham-area employees

Sound Decision Making Methods

Do you make most of your decisions by throwing darts at a dartboard? Do you agonize over making decisions and the consequences of your decision? Get rid of your dartboard and learn to create innovative solutions to your problems! In this program, you will practice critical thinking, indentifying decisions as challenges rather than chores, and making decisions with confidence.

When: Feb.10 (9.00 - 5.00)
Where: 5 Speen St., Framingham

College Planning: What You Need to Know about College Funding

Does the costs of a college education scare you? Do you wonder how you are going to be able to pay for it, especially if you have more than one child? Whether you plan to finance educational goals for yourself or for your children, in three years or 13 years, this class is for you! You will understand the cost of college and explore options for funding such as scholarships, financial aid, loans, and personal accumulation. You will also start developing a college savings plan and look into ways to minimize the cost of college.

When: Feb. 17 (12.00 - 2.00)
Where: 5 Speen St., Framingham

What's new on IDG sites?

In the past few weeks one site launched, three redesigned, three added major site features and one earned a "best site" award. To find out more, visit http://www.supportcenter.com and click on What's New. The site contains news that has been posted during the last 60 days.

A letter from the president

New initiatives aim to keep IDG competitive

What follows is the text of a letter sent by IDG President **Kelly Conlin** *to IDG's business unit presidents on Thursday, Jan. 28. IDG World Update is reprinting the letter here for the benefit of employees who may not have seen it. This week's Executive Q&A on page 3 is also by Conlin and addresses some of the questions the letter may raise. Should you have other questions regarding these new initiatives, please forward them to World Update (world_update@idg.com) for use in an upcoming column.*

Dear Colleagues,
As we begin this new calendar year, we are witnessing a market undergoing remarkable transitions and change.

There are as many opportunities as we have ever seen in IDG's 35 years, yet certain of our markets are also facing substantial challenges. Fortunately, most areas of the company are having strong years, particularly our international publishing groups, book publishing company, research companies, and exposition and conference groups.

However, in one important area — print advertising in the United States — the market has fallen in recent months. Several significant competitive publications had advertising page declines of more than 50% in the fourth calendar quarter, for example, and the overall market — including both computer and business publications — has fallen by more than 20%. While IDG's publications continue to outperform market averages, that is only small comfort in a market that is declining overall.

Given this environment, what is IDG doing to en-

continued on page 4

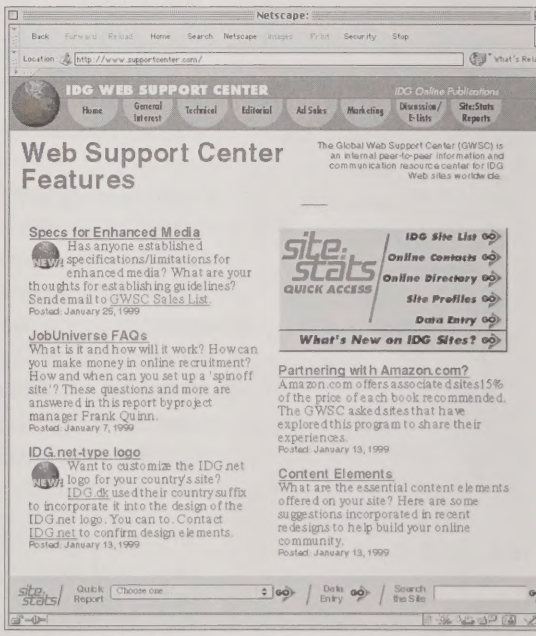
Global Web Support Center sports new look, functionality

Users of the IDG Global Web Support Center (GWSC) <http://www.supportcenter.com> may already have noticed that the site has undergone a major facelift. But as those users will soon discover, in this case beauty is more than home-page deep as the enhancements extend to improved download time, ease of navigation and new features. The site has been partitioned by online discipline: general interest, technical, editorial, ad sales and marketing. Each section contains information exchange discussions, internal and external resource links, Tips and Tricks, Frequently Asked Questions, meeting information and presentations given by IDG online experts.

The password-protected site is available free of charge to all interested employees who will now be just one click away from:

• An up-to-date list of all IDG sites worldwide and their URLs. Please visit the GWSC to confirm sites are listed with their correct URL.

continued on page 2


Netscape:
IDG WEB SUPPORT CENTER
Home
General Interest
Technical
Editorial
Ad Sales
Marketing
Discussion / E-lists
Site Stats Reports
IDG Online Publications
Web Support Center Features
The Global Web Support Center (GWSC) is an internal peer-to-peer information and communication resource center for IDG Web sites worldwide.
Specs for Enhanced Media
NEW! Has anyone established specifications/limitations for enhanced media? What are your thoughts for establishing guidelines? Send email to GWSC Sales List.
Posted: January 25, 1999
JobUniverse FAQs
What is it and how will it work? How can you make money in online recruitment? How and when can you set up a 'spinoff site'? These questions and more are answered in this report by project manager Frank Quinn.
Posted: January 7, 1999
IDG.net-type logo
NEW! Want to customize the IDG.net logo for your country's site? IDG.dk used their country suffix to incorporate it into the design of the IDG.net logo. You can to. Contact IDG.net to confirm design elements.
Posted: January 13, 1999
site stats
QUICK ACCESS
IDG Site List
Online Contacts
Online Directory
Site Profiles
Data Entry
What's New on IDG Sites?
Partnering with Amazon.com?
Amazon.com offers associate dsites15% of the price of each book recommended. The GWSC asked sites that have explored this program to share their experiences.
Posted: January 13, 1999
Content Elements
What are the essential content elements offered on your site? Here are some suggestions incorporated in recent redesigns to help build your online community.
Posted: January 13, 1999
site stats
Quick Report
Choose one
Data Entry
Search the Site

The IDG GWSC has 581 registered users. During the month of Decem the site logged 577 visits and 2,163 page requests.

IDG Spain's Web site wins Index award

IDG Spain received its first Index Award for Web site excellence last month from Index Internet Marketing, a Spanish Internet marketing company <http://www.index.tm>. The award program, which recognizes one Web site each month, began in 1996. Past recipients have included *TI Magazine* (a Spanish IT magazine), Schweppes (for its Spanish Web site), Jasp-Renault and Seat Córdoba.

IDG Spain was honored for providing interesting and up-to-date information about IT, telecommunications and multimedia to Internet users. IDG Spain's site <http://www.idg.es> debuted in November 1996 and is managed by Webmaster **Javier Nieto**.

IDG Spain's Web site includes an updated summary of news from its stable of publications (*PC World, Computerworld, Iworld, Macworld, DealerWorld, Comunicaciones World* and *El Diario Informático*) and links to services for avid Web surfers and for those with specific interest in IT. The site also has a Job Universe section for IT recruitment advertising, an Events Guides section for IT trade shows, seminars and conferences and a Product Guides section for software, networking products and more.

Web sites selected for Index Awards are included in more than 1,000 Spanish and international search engines.

GWSC

continued from page 1

• Online site contacts including site manager, online sales representatives and editors, as well as Webmasters and online marketing reps.

• **Site profiles**. Each site features a profile page with site description and target audience profile, along with latest traffic data and online media kits. Each profile also contains a Technical Profile Page that lists the software and hardware used to design and maintain the site.

• **What's New on IDG sites**.The last 60 days of site launches, new site features, redesigns and other online news is posted here. This posting keeps other IDG sites informed of what's new and improved on any given site and also informs IDG's Global Web Ad Network and IDG Marketing Services of new site features to highlight to potential advertisers.

• **Data entry and maintenance**. The new data entry page, located at the bottom of the home page allows users to update site information, enter information for the What's New page, update personnel information and the business unit's online directory.

The Web Support Center also offers "How To" guides and "Tips and Tricks" resources to help in the creation of attractive and cost-effective sites. A new Forums section will support continued dialogue among various online departments. Questions may be posted to a group, and colleagues can share how they might have resolved similar issues.

Site:Stats, a dynamic database, may be searched by region, country and product line to learn more about site traffic, ad rate information, content development and Webmaster/site design tools. This information is unique because it is updated by the individual online business unit.

"Jim Flannery and Mike Talman of Talman & Associates [GWSC contractors for more than two years] designed and programmed the site using Allaire's Cold Fusion, which makes the GWSC unique in its data processing and delivery," said Global Web Support Center Director **Victoria Anderson**. "Users will notice pages are delivered with a .cfm tag vs. the standard .html tag. This tag represents dynamic delivery of unique requests/queries of information from data users submit," she noted.

For site access send an e-mail to anderson@supportcenter.com with your business unit, title, and preferred password. Your password can be as long or short as you like with any combination of letters or numbers. You will receive a confirmation via e-mail along with a user name to access the GWSC. WU

What's a GWSC?

IDG's Global Web Support Center (GWSC) is an online internal resource for IDG business units worldwide to use in developing, maintaining and enhancing their Web-based activities. Launched in May 1996 and managed by **Victoria Anderson**, director, the GWSC is an autonomous division of Web Publishing Inc. The mission of the GWSC is to facilitate communication and information sharing among IDG Web developers – including publishers, editors, marketing and circulation managers and Webmasters. To that end, the GWSC maintains an active e-mail list service along with a password-protected Web site (http://www.supportcenter.com). To request a login and password, send an e-mail message to anderson@supportcenter.com and include your name and a preferred password.

Argentina adjusts phone numbers

Beginning Feb. 1, all Argentine telephone and fax numbers will require the addition of two digits: one in the area code, the other in the local exchange. IDG Argentina's new numbers are as follows:

Tel: 54-11-4342-5583
Fax: 54-11-4331-7672

IDG World Expo Asia is moving

Effective Feb. 23, IDG World Expo Asia will move to a new office. The address is:

IDG World Expo Asia Ltd.
Room 1306-1310, 13/F
Kornhill Metro Tower
1 Kornhill Road
Hong Kong

Telephone and fax numbers remain the same.

Webby tickets drawing Feb. 17

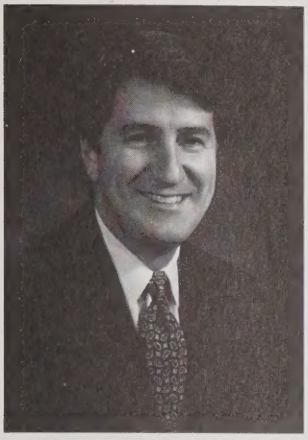
If you'd like to have your name entered in a drawing to receive two tickets to the Webby Awards ceremony on March 18 in San Francisco, send an e-mail with your name, title, business unit and e-mail address to world_update@idg.com by Feb. 17. Two lucky winners will be announced in the Feb. 22 issue of *IDG World Update.*

Correction

A caption accompanying one of the photos in last week's coverage of Macworld Expo/San Francisco incorrectly identified one of the individuals pictured. The caption for the page 2 photo should have read: Doug Adams, author of *The Hitchhiker's Guide to the Galaxy, Macworld* Editor-in-Chief **Andy Gore** and host Rik Myslewski discuss the previous day's keynote address delivered by Apple interim President Steve Jobs.

executive Q and A

Kelly Conlin
The president of IDG is this week's columnist.



Questions about IDG's new initiatives may be forwarded to *IDG World Update* to be addressed in upcoming Q&A columns.

Q I understand the U.S. publishing market is down and that IDG may make some changes as a result of market conditions. Is this true?

A Yes, the overall print advertising market is down, although IDG continues to outperform market averages and several IDG publications are experiencing strong growth.

Nevertheless, this challenging market environment has led to some anticipated changes for our U.S. publishing operations.

First, we need to ensure that we are organized as effectively as possible to grow revenue. The consensus of both the IDG Marketing Services (IMS) leadership and the IMS board is that, particularly in this current market environment, we could strengthen our business in this regard. In addition, collaborative selling teams have developed across IDG business units, but they could benefit from additional support, guidelines and focus. At the recent IMS board meeting, **Rich Marino** and **Joe Levy** were given the assignment to consider how we can enhance IDG's sales programs to effectively and with authority provide total solutions to our customers, leading to incremental IDG revenue. We expect to have such a program in place in the next 30 days.

Second, we need to ensure that we are operating as efficiently as possible. If we were starting a new publishing company in the U.S. with the scale and size of IDG's current operations, how would we organize the support services, supplier relationships and back-office functions? It's healthy and necessary to scale our expense levels to ensure we remain the dominant market leader we are today. You only have to look at the condition of our competitors to appreciate the implications — implications for employee growth and company health — of not remaining financially strong.

IDG's COO **Jim Casella** will spearhead these initiatives. This is the most challenging operating issue facing IDG, and so it is appropriate that Jim devote himself to tackling these important issues. During this time, most of his international responsibilities will be absorbed by other members of the Executive Committee. This way, we have a full-time executive, the person to whom all the business unit heads report, able to execute quickly and decisively as we make these necessary changes.

Q Does this mean that we are becoming more centralized?

A IDG remains a decentralized company. We know through experience that this is the most efficient way to serve our customers. Throughout IDG however, there are activities that are centralized in some fashion, and there are some activities that are decentralized. We will adopt the business style that best delivers the greatest value to our customers, employees and stakeholders.

We will maintain our commitment to IDG's Ten Corporate Values. That calls for staying close to our mission, our customers and a decentralized culture. It is one of the most powerful aspects of IDG's success. So you will never see us adopting such misguided, centralized approaches as having a single sales force for all of our products as some competitors have done, or disturbing the critical relationship each editorial team has with its readers, or building bureaucracies of middle management to second guess those closest to the customer.

Each business unit will remain as it is today, with its own management team and its own strategy. But we do intend to make it easier to leverage IDG's size in ways that make sense across our U.S. publications. Examples: using our collective buying power to have the most efficient supplier contracts; deploying resources across the company to sell customers large, integrated marketing programs. In the past, this was sometimes more difficult than it should be.

Q When will we know more?

A You can be assured of continued, consistent communications.

In addressing market or corporate challenges, some companies make all the decisions with input from a very small group of top executives and communicate those decisions only after the decisions have been made. We don't believe this is an effective approach, nor is it IDG's historical style. We prefer to describe openly the market environment we face and the road map we have set on, despite the ambiguity around just where the road will lead. This way, we can take advantage of the collective suggestions and advice from employees and partners as we evaluate the most effective way to operate your company. Working together, we will ensure our leadership position into the 21st century, providing our most important constituency, our employees, the growth opportunities they deserve and our customers, the unmatched products and services they have come to associate with IDG.

Coming up

DEMO Conference
Feb. 7-12
Indian Wells, Calif.
Contact: IDG Conf. Mgmt. Co.
Tel: +650-312-0545

European IT Services Forum
Feb. 10-12
Munich, Germany
Contact: IDC European Conf. Ctr.
Tel: +322-646-9884

LinuxWorld Conference & Expo
March 1 - 4
San Jose Convention Center
San Jose, Calif.
www.linuxworldexpo.com
Contact: Kristin DeAngelis, kristin_deangelis@idg.com

IDC Directions
(IDC Annual Briefing Session)
March 2
San Francisco, Calif
Contact: IDC
Tel: +508-872-8200

IDC Directions
(IDC Annual Briefing Session)
March 9
Boston, Mass.
Contact: IDC
Tel: +508-872-8200

Channel Focus
March 11-12
Phoenix, Ariz.
Contact: Amanda Lawatsch, amanda_lawatsch@idgchsg.com

Internet Commerce Expo
March 22 - 25
World Trade Center
Boston, MA
www.iceexpo.com
Contact: Susan Branscombe, susan_branscombe@idg.com

PC World Global Product Support Center Meetings
Latin America, March 3-5, Puerto Rico
Asia, March 24-26, Kuala Lumpur
Europe, May 26-28, Rome
Contact: Nancy Jacobs, nancy_jacobs@pcworld.com

Letter from the president

continued from page 1

sure our continued success as the largest, and fastest growing information services company in the IT industry?

Three things:

• **Identifying and investing in growth markets.** Given the financial resources of IDG, we have the wherewithal to continue our aggressive investment programs despite short-term economic perturbations. These investments include continuing our expansion in our publishing product lines, such as our channel-related publications — the fastest growing global product line for IDG — as well as building an information service business in the nascent, but powerful, Internet industry, with *The Industry Standard* publication, conferences, newsletters and Web sites.

Beyond publishing, IDG has an active pipeline of new projects that you will be hearing more about in the months ahead, including an aggressive expansion in the recruitment services area (focusing on the worldwide skill shortage), the advisory services area (enhancing the revenue we receive from IT professionals), the events area (launching new product lines, such as Linux World, which has already sold out its exhibit floor and is now expanding worldwide), the direct marketing area (growing our already burgeoning e-mail sponsorship and list rental business), and, of course, the online area (where we are focusing particular attention, especially since this was our fastest growing revenue category in the first fiscal quarter).

• **Ensuring that we are serving our customers as effectively as possible.** As we look at those business units in the tough-going U.S. market that had a good first quarter, it is the publications with the broadest offerings — Web services, seminars, recruitment programs, email sponsorship, research programs, custom publishing — that are showing the strongest revenue growth. Customers are looking for solutions, not just advertising pages, and our competence in building such solutions — across the entire range of IDG capabilities, particularly for our largest customers — will be a critical indicator of our ability to grow future revenue for the company. When it comes to serving our customers, we need to be fast, integrated and easy to do business with. What is so compelling and exciting about this selling style is that there is no other company that has nearly the global resources of IDG, no company, frankly, that even comes close. When you describe those resources to any customer, they, without exception, grasp the benefits and necessity of working with IDG as their preferred global partner. We need to improve, however, on our execution of delivering such solutions; therefore, we are retooling our corporate selling programs to ensure that they are as effective as market conditions demand.

• **Identify areas of cost savings to build margin and profitability.** Clearly, the best way to maintain our leadership and improve shareholder value is to grow revenues, as the initiatives above are meant to do. We must also look to any expense savings, particularly while we are going through this print advertising recession in the U.S. market. Therefore, a thorough review is under way of where and how we can achieve economies across the IDG publishing business units. We need to ensure, for example, that when we are negotiating with suppliers, we do so with the full economic clout of all IDG business units. We need to ensure that, where appropriate, we use shared resources.

Throughout IDG's 35 years, there have been numerous cycles, endless changes, and a consistent vision. And the foundation that has been built — the only global provider of information services to the most important industry in the world — is a tremendous platform from which to build the next stage of IDG's growth.

The best assurances for our future come, of course, from our customers. In that spirit, IDG recently completed a survey among our customers, asking them a range of questions about their impressions of both the market environment and the service they receive from IDG and its competitors. You should be proud to know that IDG is the company
the majority of our customers believe is the market leader. Across many dimensions — editorial quality, market knowledge, financial stability, customer service — IDG outscored its competitors. That is a testament to the values and culture of IDG that exist in the worldwide family of IDG business units.

Regards,

Kelly

Job Opportunities - February 1, 1999

Circulation Assistant (CIO)
The individual in this position is responsible for a variety of administrative tasks for the entire circulation department such as; research/maintenance of CIO's fortune database, customer service database and list rental mail tracking system. Responsibilities will also include maintaining magazine inventory, customer claim processing, sample issue fulfillment, letter generation/mailing and general administrative support as required. The ideal candidate must possess excellent phone skills, general office skills and be able to work independently with limited supervision. Solid computer experience, working knowledge of FileMaker Pro, Microsoft Word and Excel is required. Efficiency and attention to detail is a must. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Office Services Assistant (IDC)
IDC's Systems, Software and Storage research group seeks an Office Services Assistant to coordinate and ensure timely delivery of mailings. This is a full-time position that has the possibility for flexible hours. Additional responsibilities will include producing weekly tracking updates on mailings and miscellaneous office tasks as needed. Ability to work in a fast paced environment is a plus. Some knowledge of Word, Excel, and Lotus Notes is required. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Human Resource Assistant (IDC)
The IDC Human Resources department is looking for an Assistant to provide general administrative and phone support to the VP of HR & Administration as well as four HR professionals. The candidate will be responsible for managing HR programs, handling the resume process with a Notes Resume tracking system, organizing company events, assisting with logistics of the IDC Orientation, as well as the creative creation and distribution of all HR materials. To qualify you must have strong verbal and written communication skills, proficient PCskills, the ability to handle confidential information professionally, as well as the ability to organize and work on several projects at one time. *Location: Framingham, MA*
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

Research Analyst, Semiconductors (IDC)
IDC's semiconductor research group is looking for an individual with superior analytical, communications, and spreadsheet/database skills to be a part of our team, tracking the overall as well as other semiconductor markets. Responsibilities will include market sizing, forecasting, and market share statistics, competitive analysis, pricing analysis, and conducting primary and secondary research for semiconductor vendors and equipment OEMs. The successful candidate will have excellent verbal and written communication skills (including presentations and sales meetings), be detail-oriented, and be able to work as a team member with other IDC semiconductor and equipment analysts. Business experience required and electrical engineering experience is a plus. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager/Director Life Cycle Analysis/TCO, Asset Management Services (IDC)
IDC's Asset Management Services seeks a dynamic senior level executive to lead its lifecycle research in the PC area. This new growth opportunity will require a self motivated candidate that can see projects through all phases of development; from the proposal stage to the delivery. Responsibilities include analyzing server and workstation products/ trends and costs of ownership issues. Must be capable of selling and working with vendors, lessors, and end users. Position requires excellent public speaking skills, strong writing ability, solid modeling/spreadsheet knowledge, and the ability to multi-task. The ideal candidate will have at least five years experience working in the vendor community or in the finance industry. Knowledge of asset management products and financial background a definite plus. Some travel is required. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Administrative Assistant- IS Dept (IDG/B)
We are looking for a high-energy team player to provide general administrative support to VP Information Systems in our Indianapolis location. Responsibilities include word processing, client contacts, filing, faxing, photocopying, meeting scheduling/arrangements, compilation of expense reports, PowerPoint presentations, and database management. Requires 3+ years' related experience; professional phone manner; proficiency with Windows 97, World and Excel, and the ability to prioritize and multi-task independently in a fast pace environment. Candidates must be bright, enthusiastic, highly organized & detail-oriented with good project management skills. *Location: Foster City, CA*
Contact: C.Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Manager of Development, Networking (IDG/B)
This individual will be responsible for editorial development of book manuscripts in the networking area. Manages team of development editors who receive manuscript from authors and edit for content, structure, and technical accuracy. You will also oversee the coordination and quality of CDs accompanying the books. Monitors scheduling of projects and troubleshoots to ensure timely publication. Works closely with acquisitions, copy editing, and production departments. Requires five years experience in book publishing, including two years management experience.
Location: Foster City, CA
Contact: C.Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: Cajobs@idgbooks.com

Channel Marketing Manager (IDG/B)
IDG Books Worldwide, a leading computer and trade publisher known for best-selling book brands such as the 50 million selling ...For Dummies® and ...for Secrets® brands, seeks an experienced professional to tailor all product-driven, customer generated, and calendar promotions in our channels. Position requires BA/BS preferably in marketing, advertising or related field, 3+ years sales, retail and/or marketing experience, and a strong understanding of technology and the technology user. Must have strong communication skills, effective writing and editing expertise, and the ability to prioritize, multi-task and meet deadlines in a fast-paced team focused environment. Qualified candidates must possess excellent organization, writing, and interpersonal skills, with strong attention to detail. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Special Sales Account Manager (IDG/B)
This is an outstanding opportunity for a highly self-motivated sales professional with a proven track record of success to sell creative bundling and customers. Position requires an aggressive deal-maker who enjoys prospecting and developing new accounts, and possesses excellent creative deal management and presentation skills. Must have 3+ years sales experience calling on senior managers and OEM executives preferably in the high tech industry; BS degree preferred; publishing industry a plus. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Territory Representative (IDG/B)
We have an outstanding opportunity for a highly self-motivated sales professional with a proven track record of success, to cover established accounts and build new business in the New England sales territory. Requires the proven ability to consistently meet and exceed sales revenue objectives; excellent organizational and written/verbal communication skills; an independent and entrepreneurial outlook and a willingness/ability to travel regularly; BA/BS preferred.
Location: Foster City, CA
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Tech Support Manger (IDG/B)
IDG Books Worldwide, a leading computer and trade publisher known for best-selling book brands such as the 50 million selling ...For Dummies® and ...for Secrets® brands, seeks an experienced professional to tailor all product-driven, customer generated, and calendar promotions in our channels. Position requires BA/BS preferably in marketing, advertising or related field, 3+ years sales, retail and/or marketing experience, and a strong understanding of technology and the technology user. Must have strong communication skills, effective writing and editing expertise, and the ability to prioritize, multi-task and meet deadlines in a fast-paced team focused environment. Qualified candidates must possess excellent organization, writing, and interpersonal skills, with strong attention to detail. *Location: Foster City, CA*
Contact: C.Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Account Manager - Recruitment Advertising (3 Positions) (IFW)
InfoWorld is seeking an Account Manager for the recruitment advertising division. You will prospect, sell, and maintain recruitment advertising for our publication. Requires 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, and excellent customer service and communication skills. Knowledge of Windows 95, Lotus Notes, and Desktop Publishing preferred. BA/BS in marketing, business, or equivalent, knowledge of the computer/high-tech industry, and internet experience highly desired. *Location: East Coast and West Coast*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Editorial Contractor (short-term assignment) (IS)
This is a temporary assignment lasting approximately 6 weeks (subject to change). Must be able to start February 8, 1999. Can start up to 2 weeks earlier or 2 weeks later if necessary. This is a great opportunity to speak with all the leaders of the Internet economy, and their representatives. This short-term position is responsible for updating approximately 600 to 700 personality profiles in an Industry Standard database. You will contact each person profiled (or his PR people) and update biographical information, work history and personality information. Qualifications include; Strong writing and telephone skills, experience managing a complex research project, excellent record keeping skills. Must be a self-starter able to meet aggressive deadlines and be persistent and patient dealing with busy executives. Must be comfortable using e-mail, searching and finding information on the Web and using a Web-based data entry form. Familiar with Internet business and the people who are running Internet businesses. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Marketing Communications Specialist (IS)
The Industry Standard is looking for a creative, detail-oriented individual to assist in implementing an aggressive marketing program that promotes The Industry Standard brand. Responsibilities for this new position include: Providing sales support materials, including the creation, development and implementation of: sales presentations, collateral materials, direct mail programs and competitive intelligence; Developing and executing the trade show, conference, and seminar plan; Coordinating public relations activities; Supporting the company's advertising plans; Working with other constituencies within The Industry Standard to ensure consistency of brand messaging and execution. The successful candidate will have 2 to 4 years experience in marketing and/or communications, preferably a college degree with an emphasis on marketing and/or communications, highly evolved interpersonal skills, a flexible, team-oriented approach to problem-solving, strong oral and written communications capabilities, proficiency in Microsoft Office software applications, particularly PowerPoint, Excel, and Word, a familiarity with the Internet and how to navigate around it, an eye for creativity and detail, and an entrepreneurial spirit. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Account Manager (PCW)
The Account Manager will be responsible for setting and executing sales strategy to maximize advertising revenues and marketshare from major accounts, pursuing new advertising opportunities, developing long-term partnerships with key clients and agencies, and managing a sales assistant. Candidates should combine exceptional communication and organization skills with creative sales techniques and consistent, professional customer support. Candidates should be available for occasional overnight travel, have a track record of fulfilling sales goals, solid contacts in the computer industry, and 3 - 5 years in increasingly responsible sales positions in computer publishing.
Location: Irvine or Los Angeles, CA
Contact: B. Hanck, Fax: 310-312-8048, Phone: 310-312-8008, Email: bill_hanck@pcworld.com

Advertising Traffic Coordinator (PCW)
The Advertising Traffic Coordinator is responsible for trafficking all materials, both film and digital, that PCW receives from advertisers and service bureaus. This includes loading digital mats on the server, creating and updating log reports, tracking extensions, and shipping books on schedule. Must have a customer service attitude, good Excel skills, familiarity with Quark, and able to work under pressure. *Location: San Francisco, CA*
Contact: N. Maudsley, Fax: 415/974-7402, Phone: 415/978-3310, Email: nadia_maudsley@pcworld.com

Information Systems Specialist (PCW)
Reporting to the Director of Information Systems, this position is responsible for monitoring and maintaining networks, servers, and communications services, and for ordering, installing and upgrading computer hardware and peripheral equipment for PC World Communications, Inc. This position has significant end-user liaison including support of remote users, communications and training responsibilities, and receives guidance and direction from the Network Manager. Candidates should have 3+ years experience installing, maintaining and troubleshooting computer hardware and peripheral equipment. Advanced technical training in computer hardware and software, client-server computing, telecommunications, and networking recommended. Candidates must have solid communications and client-relations skills, college-level course work and/or technical training in computer science (or equivalent experience), and will be expected to travel to support field office installations. *Location: San Francisco, CA*
Contact: N. Noble, Fax: 415- 974-7491, Phone: 415-978-3361, Email: norman_noble@pcworld.com

Advertising Production Coordinator (PCW Online)
The Ad Production Coordinator is responsible for booking, billing and reporting of advertising for PC World On-line Network websites. This includes entering advertising materials, billing credits, and adjustments into the TRS database system, communicating daily with sales staff to receive and maintain all insertion orders, checking materials for adherence to specifications, creating weekly reports, and monitoring the performance of ad campaigns. Candidates must be able to work with numbers and high volume, must have excellent time management and communication skills, and should have some knowledge of web publishing tools and technology. *Location: San Francisco, CA*
Contact: E. Wayman, Fax: 415-978-2291, Phone: 415-978-3377, Email: erin_wayman@pcworld.com

Two IDC employees earn coveted Peacock Awards

Carey Azzara, Carol Glasheen win 15th annual awards

Two more names were added last month to IDC's most prestigious employee honor roll. **Carey Azzara**, program director for the Corporate Computing Vertical Views Group, won the 15th annual James Peacock Memorial Award, while **Carol Glasheen**, research director for the Primary Research and Market Models department, was the runner-up.

IDG WORLD UPDATE

*IDG Chairman **Pat McGovern** (left) and IDC President **Kirk Campbell** (right) announced that **Carol Glasheen** and **Carey Azzara** were the Peacock Award finalists during a champagne reception at IDC's headquarters in Framingham, Mass.*

Peacock, an IDC vice president for 15 years until his death in 1981, left IDC a legacy of excellence. To recognize his admiration for Peacock's work, IDG Chairman **Pat McGovern** established the James Peacock Memorial Award in 1985. The award is presented each year to the IDC employee who makes the greatest contribution in terms of organizing, conducting and communicating the results of IDC research to clients.

IDC vice presidents and senior vice presidents nominate employees for the Peacock Award at the end of the fiscal year, and IDC President **Kirk Campbell** makes the final selection.

Azzara was recognized for his determination to increase the excellence of IDC's demand-side research since he joined IDC in 1992. This research, focused on corporate users, is designed to help IDC clients better understand user needs, wants and requirements. It also captures trends and spending directions. Azzara created the first Technology Integration Panel Study (TIPS), and has collaborated with IDC offices in Europe, Latin America, Japan and the Asia/Pacific region to replicate the TIPS research model worldwide. "Carey has created one of the first demand-side businesses for IDC and, due to its creativity and quality, has grown the business to 45 customers in three years," said Senior Vice President/ Global Software **Tony Picardi**. "His practice, as it leverages and adds value to the wide range of content at IDC, is unique in our industry."

Glasheen was honored for her work in implementing the Internet Commerce Marketing Model (ICMM). According to Senior Vice President **John Gantz**, "the ICMM was devised several years ago as a spreadsheet that captures IDC's current worldwide forecast for the number of users and devices on the Web and the amount of commerce they are conducting. Under Carol's nurturing it has grown to a worldwide tool for regional and country analysts to size the local Internet market in a way that is common across country and regional boundaries." In his nomination, Gantz added that while Glasheen did not invent the ICMM, "without her diligent work, the ICMM never would have become the global tool that it is. Today, the ICMM is one of the IDC's strongest competitive weapons against the smaller Internet research boutiques."

Azzara and Glasheen each received an engraved plaque and a substantial cash prize. WU

Past Peacock honorees

For a complete list of Peacock Award winners since the program's inception, see IDG World Update Online at http://www.idgworldupdate.com

IDG WORLD UPDATE

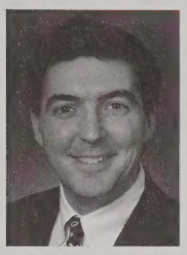
*IDC's **Carey Azzara** (left) won the Peacock Award for excellence in demand-side research in 1998.*

IDC Corporate Services lists 1998 accomplishments

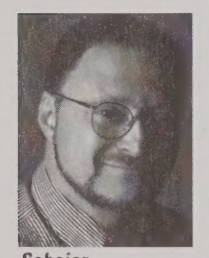
DAWN CHAISSON

*IDC's Corporate Services Group celebrated the close of 1998 with a holiday party in Framingham, Mass. Amidst the seasonal decorations were posters detailing the group's 46 significant accomplishments during the year. (Front, left to right): **Mike Olfe**, director, Interactive Products and Services; **Debbie Bernardi**, vice president, Human Resources; **Ann Clark**, director, Telecommunications; **Merrill Walsh**, director, Library. (Back, left to right): **Brian Degen**, vice president, Publishing Services and Technologies; **Vicki Brown**, IDC senior vice president, stood in for **Sydney Balise**, manager, Office Services; **MaryAnne Sinville**, vice president, Marketing; **Mitchell Rose**, vice president, Information Services and **Mark Sullivan**, vice president, Finance. For a list of the IDC Corporate Services accomplishments, see this article on IDG World Update Online (http://www.idgworldupdate.com).*

noteworthy people


Fogarty

McCrory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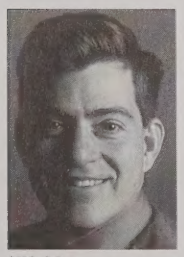
Ulfelder

Brunaccini

O'Boyle

Promotions

Computerworld recently promoted **Kevin Fogarty**, **Anne McCrory**, **Robert Scheier** and **Steve Ulfelder** in conjunction with the creation of the publication's new Business and Technology sections. The two new sections are part of *Computerworld*'s editorial and design makeover, which debuted Jan. 11. "These promotions reflect the hard work and dedication of these editors during *Computerworld*'s recent reorganization into news, business and technology sections," said Executive Editor **Maryfran Johnson**. "The transition went very smoothly for the staff, due in large part to a lot of behind-the-scenes efforts by our editors."

Fogarty, most recently sections editor, has been named editor of *CW*'s Business section. Fogarty joined *Computerworld* as assistant sections editor in 1996.

McCrory, previously managing editor of magazine projects, has been named *CW*'s assistant business editor. She has more than a decade of experience as a reporter and editor and joined *Computerworld* in 1991.

Scheier, most recently senior editor of business processes and a leading reporter on Year 2000 issues, has been appointed editor of *Computerworld*'s Technology section. He is a 12-year veteran of the high-tech publishing industry, having worked as a senior editor at *PC Week*, among other publications.

Ulfelder, formerly senior editor of *CW*'s Opinion/InDepth section, has been named assistant technology editor. His journalism career began in 1985, encompassing stints as a newspaper reporter and as a columnist for a number of consumer publications.

Monica Brunaccini has been promoted from director of human resources to vice president human resources at *Network World*. "Monica has been responsible for leading a number of strategic organizational initiatives aimed at meeting our company business goals," said *Network World* President and CEO **Colin Ungaro**. "With Monica at the helm, the HR function has become an integral part of all phases of the life here at *Network World*, from business planning and recruitment to more streamlined ways of serving the day-to-day needs of everyone at the company."

PC World Senior Research Analyst **Sandra O'Boyle** has been promoted to research manager. "That which is unique sells, and the fact that *PC World* has the best research department of any magazine in its competitive set definitely helped us achieve our circulation and ad sales gains last year, many of which came at the expense of our competitors," said *PC World* Publisher **Jeff Edman**. "Good hard work from Sandra and the entire research team has made it happen. Some of Sandra's many accomplishments include online coverline testing, researching ISP preference among subscribers, more blind edit surveys and many others."

New employees

Copy Editor **David Holler** comes to *InfoWorld* from a similar position at *LAN Times*. Prior to becoming a copy editor he taught grades kindergarten through 8. He holds a B.A. in English literature from San Diego State University and an M.F.A. in creative writing from San Francisco State University. David is learning Serbo-Croatian, the native language of his fiancee's family, and he recently had two books of poetry published in bilingual editions in Belgrade, Yugoslavia.

Amy Eoff is a new copy editor at IDG books, in Foster City, Calif. She previously held the same position at Montgomery Reserach Inc. in San Francisco. Amy graduated from the University of California, at Santa Barbara with a B.A. in English. She enjoys guitar, singing, music and writing.

Lisa Carvajal joins *The Industry Standard* as a sales associate. Previously, she worked at Grey Direct as an executive assistant. Lisa earned her B.A. in English at Clemson University, in Clemson, S.C. She enjoys biking, running, dancing and acting in her free time.

At IDC, the newest consulting copy editor is **Jason Gould**. Before IDC, Jason was the assistant operations officer, Second Radio Battalion, at Camp Lejeune, N.C. He graduated from Boston University with a B.A. in English and a B.S. in journalism. Jason likes martial arts and writing, and he was recently honorably discharged from active duty.

Stephen Clifford joins IDC as a research analyst. Before IDC, Stephen was a marketing services representative at Sarnafil Roofing and Waterproofing Systems. He graduated with a B.A. in political science and organizational behavioral management from Brown University in Providence, R.I., and received an M.B.A. in marketing from Babson College, in Wellesley, Mass. Stephen is happy to have completed his M.B.A and he enjoys fishing.

Transfers

Sally Sinclair is the new executive assistant to IDG Vice President/Technology **Bob Metcalfe**. Most recently, Sally was an associate research analyst for the IDC's Investment Research Service/Custom Information Access division. She began her IDG career four years ago as a database services representative for the CW Database Division and later moved on to be the Macworld list manager for IDG List Services and a marketing representative for Internet Commerce Expo.

Are there new faces in your company? Familiar faces with new titles? Business units worldwide are welcome to send information for the Noteworthy page to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Joanne Oteri Capolino *Computerworld*

23
Rainer Oberländer *IDG Germany*

16
Andreas Förth *IDG Germany*

14
Paul Bonarrigo *Mac Publishing*

13
Alexandre Campos de Barros *IDG Brazil*
Manfred Weiss *IDG Austria*

12
Paul Mercer *Network World*
László Varga *IDG Hungary*

11
A. Judith García *IDG Venezuela*
Barbara Urbaniak *IDG Germany*
Ursula Weiss *IDG Austria*
Laura Sears Brady *IDG*

10
Donna Kirkey *Network World*
Fernando Antonio Lima e Silva *IDG Brazil*
Ellen Di Matteo *PC World*

9
Amanda Patrick *IDG Australia*
William Bustamante *IDG Venezuela*
Györgyi Birkus *IDG Hungary*

7
László Horváth *IDG Hungary*
Ronilton Camara *IDG Brazil*

6
Karl-Henry Martinsson *IPS*
Colin Crawford *Mac Publishing*
Shoko Furukawa *IDC Japan*
Snezana Dejanovic *IDG Germany*
Kriemhilde Kippstätter *IDG Germany*

5
Jerzy Krupinksi *IDG Poland*
Edyta Bajorek *IDG Poland*
Greg Morgan *Network World*
Jolene Springfield *Network World*
Walter Rivas *IDG Argentina*
Dagmar de Aquino *IDG Germany*
Daniela Radzio *IDG Germany*
Elizabeth Hecht *CIO*
Nick Van Cleve *PC World*

4
Peter Cernik *IDG Venezuela*
Eugenio Barahona *IDG Spain*
Piyush Singh *IDC Singapore*
Lawrence Llamzon *IDC Singapore*
Nivaldo Deliberalli *IDG Brazil*
Christina Auer *IDG Germany*
Rupprecht Purkhold *IDG Germany*
Julie Lynch *IDG*
Svetlana Albinder *IDG Central Services*

3
Sylva Maurerova *IDG Czechoslovakia*
Sherry McInroy-Gardner *IDG.net*
Jason Marcuson *IDG Books*
Julie Boso *IDG Books*
Oscar Garcia *IDG Spain*
Morten Thorbjørn *IDG Denmark*
Claudia Cavalleri *IDG Italy*
Silvia Santi *IDG Italy*

2
Shoko Nishino *IDG Japan*
Gerd Sousa *IDC Brazil*
Steffen Bang Nielsen *IDG Denmark*
Rafal Dudkin *IDG Germany*
Petra Hantschel *IDG Germany*
Robert Joudanin *Publish*
Tony Hunt *Web Publishing*
Elliott Kirschling *PC World*
Roy Kops *PC World*
Kathleen Dee *Computerworld*

1
Vaclav Maletinsky *IDG Czechoslovakia*
Nancy Carrera *IDG Venezuela*
Kathryn Zinn *Network World*
Karima Zannotti *Network World*
Ronda Bittner *Mac Publishing*
Jeff Cheney *Mac Publishing*
Jonathan Woolson *Mac Publishing*
Lessley Anderson *The Industry Standard*
Katherine Black *The Industry Standard*
Mark Yim *IDG Books*
Wayne Saroyan *IDG Books*
Eileen Yu *Computerworld Singapore*
Zoltán Kelemen *IDG Hungary*
György Krizsán *IDG Hungary*
Richard Jacobson *IDC Malaysia*
Tasha Hoffman *IDG Denmark*
Claus Rolsting *IDG Denmark*
Eva Birgitte Skaarberg *IDG Denmark*
Thomas Højrup Petersen *IDG Denmark*
Betina Stage *IDG Denmark*
Cornelia Hefer *IDG Germany*
Gabriele Nehls *IDG Germany*
Christian Möller *IDG Germany*
Kathleen Powers *CIO*
John Zyskowksi *Channel Services Group*
Carly Kite *Channel Services Group*
David Korman *PC World*

Please note: All anniversary information is to be supplied by individual business unit managers to *IDG World Update*.

IDG Bulgaria raises $3,000 for charity

*IDG Bulgaria Managing Director **Tatiana Hinova** announces the winners of the Businesswoman and Businessman of the Year award.*

IDG Bulgaria organized its eighth annual Christmas party last December, welcoming more than 300 guests from government, banking and leading IT companies. For the third consecutive year, the party was held as a charity event benefitting the Children's Diabetes Foundation. Sponsored by a local Ford distributor and several food and beverage companies, including Smirnoff and Johnny Walker, the party raised more than $3,000 from guest donations.

Bulgaria's "Businesswoman and Businessman of the Year" were also announced at the party. Winners have been chosen for this event for the past six years, based a vote from IDG Bulgaria's editorial and advertisement departments.

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mployees at IDG's Boston holiday party contributed 400 gifts for charity, and IDG's New Jersey sales staff visited with Santa. See *IDG World Update Online* for more details.

celebrating 10!

Name
Bruce Stephen

Home
Needham, Mass.

Joined IDC
February 1988 as an analyst.

Most challenging part of your job
Keeping all those plates spinning on their sticks without having any fall off and break.

Best part of your job
The variety and the fast pace.

Latest accomplishment
Conceived and gained market funding for a the U.S. White Box PC market.

What's the most memorable thing that's ever happened to you at work?
Getting ambushed by Pat McGovern and a CNN film crew on a Friday afternoon in my very messy office while dressed in very casual clothes.

I joined IDG because...
I was intriguted by the world of market research.

What's kept you at IDG for 10 years?
Constant opportunity for growth, fun work environment and ability to create and implement ideas.

Best way someone could compliment you on your work
Tell me it made a real impact in their business, product or sales/marketing strategy.

Best compliment you've ever received on your work?
"You're one of the best analysts around."

Interests outside the office
Time with children, hiking, movies, biking and travel.

Family
My wife Rachel and children Daniel, 2, Jordan, 5, and Benjamin, 8.

*IDG Chairman **Pat McGovern** (right) hosts IDC's **Bruce Stephen** at a dinner at Boston's Ritz-Carlton in honor of his 10 years of service.*

What accomplishment at work are you most proud of?
Helping to put together a dynamite team and our current product portfolio.

Fantasy job
Movie director

As a kid, what did you want to be when you grew up?
Lawyer

First job out of high/school or college?
Waiter and freelance writer

Favorite vacation spots?
Mt. Desert Island (Maine), Martha's Vineyard, Mass.

Manager's profile
"Bruce is one of those rare individuals who has managed to integrate his analyst persona with his business achiever persona. He is an industry guru who runs a multimillion dollar operation. Since taking the helm of IDC's personal systems research over seven years ago, he has managed to build IDC's worldwide presence to the point where we are now No. 1 in the market. Along the way he has captained some of IDC's most important research and hired and coached some of our best analysts. He's a pleasure to work with."

— John Gantz, IDC senior vice president, Personal Systems, Services and Collaborative Research

and finally...

Competitiveness
One sure way to be a winner is to never admit you've lost. College football coach John McKay told about duck hunting with legendary colleague Paul "Bear" Bryant of Alabama. As a single bird flew overhead, Bryant blasted away to no avail. The mallard, unharmed and unimpressed, continued on. Flabbergasted, Bryant turned to McKay and said, "John, do you see that? There flies a dead duck!"

– Funny Business, Georgetown Publishing House, 202-337-8096

DILBERT® by Scott Adams

ALICE, THANK YOU FOR YOUR TWELVE-PAGE RESPONSE TO MY E-MAIL LAST WEEK.
BUT I WAS ONLY SENDING IT TO YOU AS AN "FYI." THOSE DECISIONS ARE ALREADY MADE.
IF I READ YOUR REACTION RIGHT, YOU'RE WONDERING WHY I DIDN'T SAY FYI ON MY E-MAIL.
www.dilbert.com scottadams@aol.com
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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries, IDG also produces 110 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update* Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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VOLUME 29, NUMBER 6

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Network World's virtual seminars a hit with clients

Technology brings together up to 120 geographically distinct attendees

Time is tight, the event budget is tighter, and you have to communicate a new product launch to customers and prospects nationwide, all inside of six weeks. Who do you call? Network World.

Recently, the publication's Professional Development Group (PDG) started offering clients what it calls "virtual seminars." An advanced form of teleconferencing, the custom-designed seminars can, via voice and data lines, link up to 120 geographically distinct North American "attendees" without them having to leave their desks. Attendees simultaneously hear the presentation on their phones while watching the accompanying slide presentation on their computers. The HTML-based slides allow the participants to interact with the slides and, by entering a passcode on their phones, they can also interact with the seminar moderator, who can run the presentation from his or her desk, as well.

"What we're really trying to accomplish is to create a hybrid medium to simulate a classroom environment," said **Bill Reinstein**, Network World senior vice president of business development. "Nothing replaces physical proximity, and virtual space is simply not a substitute for face to face, but this platform does a good job of simulating it while still capturing your attention so you don't wander off and write e-mails."

Network World recently signed a deal with 3M to produce a series of four virtual seminars along with a 10-city face-to-face road show on the company's fiber-optic cabling system. "3M is capturing the best of both media by holding the face-to-face events in their most important markets but also gaining the ability to communicate the same message nationwide at a nominal incremental

continued on page 4

First Linux Conference in Asia set for March 5-7

IDG World Expo/Asia is the conference manager for the Singapore Linux Conference March 5-7. The event comprises workshops, keynotes and panel discussions featuring, among others, Linux creator Linus Torvalds and Donald Becker of NASA's Goddard Space Center.

The target audience is MIS managers, business managers, senior executives from all types of industries and students.

For details go to http://slc.linux.com.sg. Or e-mail **Rosalynn Chua** at rosalynn@idgexpo.com.sg.

IDG Taiwan celebrates a decade of success

*IDG Taiwan Chairman **Jack Wang** (third from left) gets some help from James Wong, chairman of the Information Service Industry Association of ROC (second from left) and Raff Liu, chairman of the Taipei Computer Association (fourth from left) while **Gary Fung**, VP, IDG World Expo Asia (left), **C.M. Chiang**, president of IDC Taiwan, and Rex How, president of Locus, look on.*

IDG Taiwan turned 10 last month and celebrated with a party for employees and friends at the Taipei Formosa Regent Hotel. Raff Liu, the chairman of Taipei Computer Association and James Wong, the chairman of the Information Service Industry Association of the Republic of China served as keynote speakers. IDG Taiwan Chairman **Jack Wang**, IDC Taiwan President **C.M. Chiang**, IDG World Expo Asia Vice President **Gary Fung** and Rex How, president of Locus (the publisher of IDG Books' ...For Dummies series in Taiwan), also addressed the more than 300 guests from every part of the IDG family.

Wang noted that IDG Taiwan's sales revenue had grown by more than 200 times in the decade since the company's founding and that the average growth in profitability has increased by 25% annually since 1994. Most remarkable, he said, was that this outstanding growth had been accomplished by a staff that has only increased from just under 20 to

continued on page 2

in brief newsworthy

IDG World Expo/Japan finds big opportunities in small shows

Four key people involved in last month's Complexity Management Forum are (left to right): ***Setsuro Tamai,*** *IDG World Expo Japan; Hiroshi Tasaka, director, The Japan Research Institute, Ltd.; John Casti, professor, Santa Fe Institute and Hiroshi Tanaka, professor, Tokyo Medical and Dental University.*

Less is more at IDG World Expo/Japan, which is taking the lead in offering small, specialized trade shows and conferences.

"Because of limited staff and budget, we did not have the opportunity to develop small or specific shows or conferences in the past," said Setsuro Tamai, president of IDG World Expo/Japan. "But now we have the ability and enough resources, not only inside our company but also with the many subcontractors that we use for our show operations, that we have set up an in-house marketing consulting division to pick up new business."

Tamai said that customer requests are driving the smaller shows. "We know that many of our clients do not have the budget to produce a private show or conference/seminar," Tamai noted. "Our clients can use our targeted data – we have an attendee database of nearly half a million – to produce timely shows and press conferences."

According to Tamai, these smaller shows do not necessarily deliver a large profit but deliver "other business opportunities and the possibility for a larger exposition in the future." He said that for some shows the IDG name does not appear at all but that IDG World Expo/Japan receives an operation/management fee and some profit sharing.

"We believe that among show organizers in Japan only IDG World Expo has the strategic alliances with the leadership companies that will provide future business," Tamai said. "We have allied with major media groups to get more image/brand awareness. For the Macworld Expo, we work with the Fuji Sankei Media Group, which has more than 200 nationwide media outlets in TV, radio and newspapers. WU

Coming Up

Macworld Expo/Tokyo
February 18-29
Contact: IDG World Expo Japan
Tel: +81-3-5276-3751

LinuxWorld Conference & Expo
March 1 - 4
San Jose Convention Center
San Jose, Calif.
www.linuxworldexpo.com
Contact: Kristin DeAngelis,
kristin_deangelis@idg.com

IDC Directions
(IDC Annual Briefing Session)
March 2 (San Francisco)
March 9 (Boston)
Tel: +508-872-8200
http://www.idc.com (Events)

Channel Focus
March 11-12
Phoenix, Ariz.
Contact: Amanda Lawatsch,
amanda_lawatsch@idgchsg.com

European Telecoms
March 15-16
Venice, Italy
Contact: IDC Italy
Tel: +011-390-228-457316
http://www.idc.com (Events section)

Internet Commerce Expo
March 22 - 25
Boston, Mass.
http://www.iceexpo.com

What's on tap for 1999

During the first six months of 1999 IDG World Expo/Japan has presented or will present the following shows:

- **Complexity Management Forum '99**, Jan. 26; 200 CEOs, COOs, and other business executives expected. Plans are being formulated for an extended show and conference this fall.
- **Silicon Graphic Fair**, March 8-10; targeting 1,000 business user attendees.
- **Linux World Conference**, March 18-19; related to the similarly named U.S. event, this show and technical conference expects to draw 3,000. Linux World Expo '99 is tentatively scheduled for this fall.
- **Smart Card Summit '99**, April; an original IDG World Expo/Japan event, in conjunction with a new consortium of smart card firms, the show organizers expect 500 attendees.
- **Macromedia Users Conference '99**, June 16-18. 1,000 professional Macromedia users are expected.

IDG Taiwan

continued from page 1

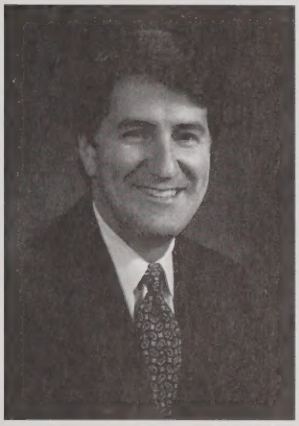
just over 50 people. "This type of performance, even during the collapse of Asia's financial markets, shows not the success of IDG Taiwan alone, but rather the strength of IDG's worldwide family as we help one another grow internationally rather than merely domestically," Wang noted.

"How to keep providing excellent quality products and services is the IDG way of thinking. To help make clients and readers successful is the secret to IDG operations," Wang said. "That is the real driving force behind IDG Taiwan and IDG worldwide—our clients' success is our success." IDG Taiwan publishes Computerworld/InfoWorld and PC World. WU

The staff of IDG Taiwan poses for a 10th birthday portrait.

Q and A executive

Kelly Conlin
The president of IDG is this week's columnist.



Questions for IDG Chairman **Pat McGovern**, President **Kelly Conlin** and COO **Jim Casella** may be sent to world_update@idg.com. All questions will be forwarded anonymously.

Q **Last week you said that IDG is trying to leverage its size in the U.S. by "using its collective buying power to have more efficient supplier contracts" and "deploying resources across IDG to sell customers large, integrated marketing programs." Can you elaborate?**

A The simple way to say this is we can keep the company healthiest by continuously cutting costs and raising revenue.

An effective way to cut costs is to look for efficiencies: ways to do the same things more inexpensively. In a deflationary economy especially, any good company does this all the time. I would hope our employees would want to be associated with a company that was energetic about looking for ways to be more efficient, because it means the company will continue to have the financial resources to grow and create new opportunities. The technology industry has, in fact, been a trailblazer in this regard.

An effective way to build revenues is to listen carefully to customers and then execute quickly and decisively. Our customers don't want to buy advertising, they want to increase their sales. We can help by building effective marketing programs that influence and give confidence to the customer's buyers: our readers. Sometimes the customer's focus is on one audience, and the marketing program (using print and online advertising, direct marketing, conference participation, custom publishing, etc.) can be delivered by a single publication. Other customers need an "IDG Solution" that deploys the full arsenal of IDG's tools, including our global presence. This is the area I identified that would receive additional attention in the months ahead so we can deliver on this customer request quickly and decisively.

Q **IDG faces the challenges of a firm in a fast-moving industry. Print ads, our historic mainstay, are shrinking. What's the next big idea?**

A In fact, today IDG receives less than half its revenue from print advertising, a trend that began when we developed a strategy five years ago to diversify IDG's revenue streams. At that time, print advertising was more than 80% of our revenue. Today it is still the single largest revenue category and it is growing, albeit not at historic growth rates.

The "big idea" that has been driving this diversification is developing revenue opportunities that are focused on selling information to users rather than selling audiences to advertisers. IDG Books is the best example, but there are many others around IDG.

Our growth strategy is built on looking relentlessly at the opportunities for driving user revenue. In typical IDG fashion, the growth will come from a variety of places, from business units that identify and capture these opportunities, from starting new business units focused on a particular market or product and from selective acquisitions and partnerships. In particular, the recruitment, event and research areas are where we forecast the most substantial growth.

One influential factor in our growth profile in the next few years will be how we integrate the Web into all of these areas - both our existing businesses and those that we launch. Much has been accomplished: IDG's global Web network has the broadest content of any technology publisher, and our revenue growth rates exceed 100%. When you have the opportunity, as we do, to visit each business unit's Web operations you are inevitably impressed with the talent of the teams and the ingenuity of many Web operations. Yet there is much more we can and will do. Like any company confronting the Web, we must appreciate the speed of change and the requirements of a sustainable business model. Two years ago, we embarked on the strategy that has set our course thus far: ensuring that we were delivering the best content to each audience we serve around the world. But, many Web years later, with more information and experience, it's appropriate to ask the tough questions about what will drive success on the Web. We need to look at how we optimize reader satisfaction in print and online, how we scale our Web operations, how we serve Web-only readers, how we leverage IDG's global content, how we build transaction-driven environments and how we deliver beyond-the-banner marketing opportunities.

We tackle these questions with an open mind, but also with an abiding, consistent point of view: those Web operations that are sustained long-term will focus on specific, practical information, build businesses impervious to speculative bubbles, save people's time, not waste it and focus zealously on delivering the best content with the easiest navigation. This approach is a 35-year tradition at IDG, and something at which we are recognized as the world leader in our field. But we need to ensure that we deliver on the Web just as we have in other media. And as we further diversify the company into recruitment, event and research areas, our Web initiatives will help accelerate the growth in every category of our business.

Professional Development Group helps leverage Network World brand

In existence since 1992, Network World's Professional Development Group (PDG) is charged with developing new products and services to leverage the power of the *Network World* brand. While this has included software, research products and reference information tools, the major focus has been on multiple types of seminars. For the past three years, PDG has produced over 120 annual seminars, as well as custom seminar tours for companies such as Compaq and 3M.

The seminar product line includes those with revenue derived exclusively from readers, as well as those with multiple formats with mixed revenue streams coming from readers and IT vendor sponsors. The seminars account for some 25% of Network World's profit and help the publication differentiate itself from its competition by being the leader in network knowledge.

"The PDG group has been instrumental to Network World's overall growth," said **Colin Ungaro**, NW president and CEO. "The various seminars and other educational products that we offer allow us to surround the network IS professional with the information that is critical to the enterprise network decision-making process. In addition, these products help to shield the company from the often volatile ad-page market, giving high-tech vendors another way to reach their customers and prospects."

NW virtual seminars

continued from page 1

cost," Reinstein said.

NW is also in the process of producing three seminars for Xedia Corp., among other virtual seminar clients. "There's a tremendous return on investment for these companies, even just in terms of their own staff," Reinstein continued. "People's time is at a premium. You can't take senior brainpower out on the road for three weeks. That's not their job. The virtual medium allows those key people to get the message out personally without cannibalizing their schedules."

Plans to offer seminars to other IDG units

Reinstein said he would like "to scale this up" and offer the virtual seminars to other IDG business units on an original-equipment manufacturer basis. Under this arrangement, the other IDG business unit can go out and sell the seminars to their customers. The business unit would be the primary contact for their client and handle the majority of the marketing, while NW would handle all of the production, platform and back-office functions.

Reinstein said that NW has already made the investment in the technology. "We've brought the technology in-house. It's based upon MeetingPlace from Latitude Communications, as well as a sophisticated data-conferencing platform. The real service we provide, however, is not just the virtual seminar platform but the integration with the content, marketing and our brand."

The data conferencing side is based on an automatically loaded Java-based applet that eliminates every participant having to have the conference software beforehand. "The audio comes over the phone," Reinstein said, "which doesn't appear all that sexy until you see the range of functionality and control we have in managing 120 people in the seminar at once."

Virtual seminar participants are provided with the seminar's URL to go to where they enter their name and an identifying access code. From that point, the technology controls their screen and the uni-directional audio eliminates the distracting 'side' noise common to regular teleconferencing. Because the audio is one-way, attendees do not have speaking rights, while the presenters and speakers automatically do. Should attendees have questions, however, they can enter #-71, be recognized by the moderator and then have full speaking rights and be heard by all participants. Once logged into the conference, the attendee sees the presenter's slides as the presenter "pushes" them out to the attendees to coincide with what they are hearing. They also see a whiteboard on which the presenter can draw diagrams or notes. The moderator can also conduct real-time polling of participants or highlight portions of the presentation and push that out to the participants as well. Attendees are also provided with passcodes that will put them in virtual break-out rooms to discuss specific conference topics.

The technology also reports the total amount of time each attendee spent in the seminar. The complete

*Network World's Virtual Seminar offering relies on the expertise of staff from b Network World Fusion. Above, key members of the team include (front row l-r): **Becker**, senior marketing manager; **Andrea D'Amato**, sales manager, strateg online designer; **Ann Roskey**, director, online services; **Bill Reinstein**, **Duksta**, senior Web producer (back row, l-r): **Jean-Olivier Holingue**, seminars and events; and **Pete Halliday**, product manager. Not pictured: **Rocco Bortone**, network manager.*

NW's customized seminar package offers 'soup to nuts' service

- Offer consultative services so client understands seminar mission and goals.
- Identify and contract potential lead speaker.
- Prepare all seminar marketing materials.
- Consult with and train all speaking participants on using the conference system.
- Provide turnkey 800 number, fax and online registration services.
- Set up and moderate three seminar event sessions (a virtual road show) at various times and dates to allow attendee schedule flexibility.
- Provide post-seminar event statistics and demographic information on all attendees.

*rofessional Development Group as well as **Brien**, online sales manager; **Debra** ships; (second row l-r): **John Fischer**, ident, business development; **Andrea** **Steven Engel**, general manager, **ting**, senior marketing specialist and*

presentation can be downloaded for future reference, and the full seminar is recorded to a RealAudio file with all the slides synchronized to it for posting to the client's Web site.

Reinstein said PDG manages three pieces of the virtual seminars. The group brings in the independent keynote speaker who it thinks would be the best spokesperson to match the client's message. "His role is not to get up and talk about, 3M, for example, at all. He talks about the specific technology and sets the stage for 3M to come on and talk about their product."

Second, the group plays the role of content manager/systems integrator. "But the client has the final say," Reinstein said. "We design the graphic template and they create their own slides. We massage them so they work best in this particular medium."

Finally, the group handles the event's marketing program from A to Z, leveraging various components such as print, online and direct mail to meet the client's attendance goals.

"We know how to produce seminars and have a tremendous number of consultants to partner with," Reinstein said. "In the end, it is the true integration of multiple media that our clients are really purchasing."

For more information, contact Bill Reinstein at william_reinstein@nww.com. WU

How it works

A typical virtual seminar might follow the following format:

- A well-recognized presenter speaks on a selected topic for 30 minutes.
- The presenter introduces two or three key representatives (all remote) from the sponsoring company to participate in a roundtable discussion of the topic.
- Attendees can go into "breakout rooms" to hear more about or interactively discuss topics.
- A 10-minute attendee Q&A concludes seminar.
- The moderator asks attendees to answer a question about the sponsor's product or technical direction; the first attendee to enter a code on their phone and provide the correct answer wins a door prize.

IDG's Indian licensee honors global IT firms

Media Transasia India Ltd. (MTIL), IDG's publishing licensee in India, rolled out the red carpet last December for 450 senior executives from a host of multinational companies and user companies at its second annual Techies Awards dinner.

The awards are given out by the three MTIL IT publications (and IDG licensee titles): *IS Computerworld*, *PC World* and *Information Communications World*. The *IS Computerworld* awards are based on the magazine's annual Premier 200 Survey of leading IT firms. The awards from the other publications are based on user opinion polls of the year's best products. There are 75 categories divided between the three books. Thirty-five awards were given out at the New Delhi event.

*IDG International Publishing Services President **David Hill** (left) presents a Techie Award to the top executive from IBM India.*

"We aim to celebrate the champions of the infotech and communications industries," said **Murli Menon**, MTIL publishing director.

Among the winning firms were the following:

- Compaq for *PC World*'s Readers Choice for the Best Budget Notebook, Best Home PC and Best Business PC. It also was *IS Computerworld*'s best-seller for Large Systems.
- Microsoft picked up five Techies including Best Operating System (Windows 95), Best Network Operating System (Windows NT) and Best Multimedia Title (Encarta).
- Hewlett-Packard was awarded Best Flatbed Scanner, Best Color Inkjet Printer and Best Laster Printer.

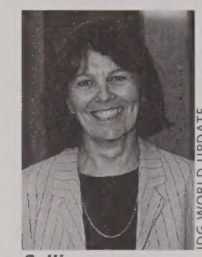
Among the communications firms receiving awards were Nokia, Motorola, Panasonic and Lucent Technologies.

Menon said that the awards give MTIL "a tremendous amount of goodwill and mileage, considering that we have the *creme de la creme* of the industry present. This has a major bearing on the business side for all publications – especially in terms of advertising – since most decision-makers and high-profile executives are invited. The Techies Awards are already considered India's most prestigious IT and communications industry awards."

The "IT Hour" on CNBC carried three half-hour programs on the awards the week after the ceremony. "This breadth of publicity in both print and television has been the prime motivator for sponsors," Menon noted. The lead sponsor of the Techie Awards was Tata-Lucent Technologies, with IBM and Multitech Computers acting as co-sponsors.

The third annual Techie Awards will be held Dec. 1. WU

noteworthy people



Sullivan

Nickinello

Morgan

Dollente

Dahl

Bowden

Promotions

Network World Research Analyst **Barbara Sullivan** has been promoted to senior research analyst. "Since joining the *Network World* marketing team in 1995, Barbara has continuously identified new ways to look at the masses of third-party syndicated research," said Director of Marketing **Hillary Heffernan-Freeley**. "She has been *Network World*'s resident expert in research to help sell advertising in *Network World* [and] has also developed a network of resources for securing both qualitative and quantitative information on both specific technologies and on specific vendors. Always going that extra mile to get it all done, Barbara has *Network World* employees coast to coast singing her praises."

Anne Nickinello, previously a manager of Imaging Services at *Network World*, has accepted a promotion to senior manager, Imaging Services. According to **Michael Draper**, vice president of Information Systems, "Anne has worked diligently to expand the services of the Imaging Department and lead the implementations of our new publishing workflow." Draper said that Anne's contributions have increased the operation's efficiency and cost effectiveness. "Even with a full plate, Anne has always found the time to address support and special requests from our staffers."

Greg Morgan has been promoted to senior production supervisor from production supervisor at *Network World.* According to **Ann Finn**, the program director, "For the past year Greg has improved the work flow between operations, the copy desk and production." She noted that among his accomplishments Greg was responsible for negotiations with card-deck printers that resulted in a change of vendor and savings to *Network World* of 10% over last year's costs. "Greg is now working on a project to automate the purchase orders for print buying, which will make life considerably easier for all involved," Finn said.

Network World's **Marc Songini**, most recently a staff writer, has been promoted to senior writer. "Since joining the company in July 1997, Marc has demonstrated a capacity for breaking IBM stories and working with others to generate front page industry news," said *Network World* News Director **Bob Brown**.

Josie Dollente has been promoted from sales support specialist to sales support manager at IDG Marketing Services in San Francisco. **Julie McGill**, senior director of marketing at IMS, said Josie's new responsibilities will include working closely with IMS' research manager to provide additional support to the IMS US sales team. "Josie has been an integral part of the IMS marketing team for more than two years. She has strong analytical skills and incredible attention to detail," McGill said.

Sandy Dahl, formerly a marketing coordinator at IMS in San Fransisco, has been promoted to marketing and design specialist. In her new position, Sandy will be responsible for all in-house design projects such as sales aids, brochures and event invitations. "Sandy has spent the past year refining her graphic design skills," said IMS Senior Director of Marketing Julie McGill. "She has elevated the look and feel of IDG's event invitations and other printed materials."

Megan Santosus has been promoted at *CIO* from a features editor and Web contributor to senior editor. According to Executive Editor **Rick Pastore**, Megan is versatile within the company, and her "deep knowledge of our editorial history, readership and topics (both in print and electronic) and good sense about what we should do and how best to do it have earned her the respect of her colleagues, who look to her for guidance." In her new position, "Megan will have maximum impact in helping lead the department."

Tom Field has also climbed the ladder at *CIO*, moving up from staff writer to senior editor. Said Executive Editor Rick Pastore, "Tom has shown growing authority in understanding what's important to our readers and how to package it to best effect." Ever the reader advocate, "Tom's constantly looking for new and better ways to reach our reader constituency: most recently, he proposed a *CIO* book - *CIO101*- that will help all the aspiring CIOs who want guidance in how to reach and be effective in this position."

New employees

The IDC Software Division welcomes Product Manager **Melita Marks**. She previously worked at CSC Index, where she was a management consultant. Melita received a B.A. in economics from Colby College in Waterville, Me., and she just graduated from Thunderbird, the Graduate School of International Management of Technology at Arizona State University in Tempe, with an M.A. in international management. Her hobbies include international travel and photography.

IDG Marketing Services/Europe, Middle East and Africa in the U.K. welcomes **Stuart Bowden** as an international sales manager. Stuart was most recently in charge of the media group at Carat Business. He earned a degree in English at Durham University and enjoys rowing and running in his free time.

Tell the IDG community about recently promoted employees, new hires and transfers. Noteworthy information may be sent to world_update@idg.com.

Job Opportunities –February 8, 1999

Senior Editor (CW)
Computerworld is seeking a Senior Editor. In this position you will write weekly print and daily online news stories for the assigned beats as well as feature articles as assigned. The Senior Editor will be expected to follow beats closely and propose the majority of coverage for those beats. Story emphasis is on enterprise-level users' issues and strategies for solving business problems and taking advantage of business opportunities through strategic use of technology. The successful candidate will have a journalism background with 4-5 years experience in the computer trade press, business press, or general press covering business and/or technology issues. *Location: San Mateo, CA (preferred) or Framingham, MA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Database Marketing Manager (Executrain)
Executrain, the Computer Training Leader, is seeking a Database Marketing Manager for their Alpharetta, Georgia office. The ideal candidate will have a degree with 5 years experience demonstrating knowledge of database marketing plan development, execution, and results measurement. The candidate will have an in-depth knowledge of 1-1 marketing principles and practices and be adept at translating/ transforming business objectives into Direct Marketing strategies. If this is you; we should talk! Please send resumes and salary requirements.
Location: Alpharetta, GA
Contact: C. Scott, Fax: 770-521-6289, Phone: N/A, Email: jobs@executrain.com

Senior Research Analyst, Network & Desktop Outsourcing (IDC)
The IDC Services group seeks a motivated analyst for the Network and Desktop Outsourcing Services program. This high-profile position involves making informed recommendations to major IT vendors, maintaining a contract database for Network and Desktop Outsourcing competitive information, conducting market surveys, drafting reports and analysis, profiling outsourcing contracts, building relationships with industry executives, and marketing the program to prospective clients. Ideally, the candidate for this position will have 3 years of experience in the IT industry. Strong quantitative, analytical, and writing skills are essential. Entreprenuerial drive, excellent customer relation and presentation skills are also required.
Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

Editorial Assistant (IDG News Service)

The successful candidate will be responsible for a range of editorial and administrative functions that support IDG's worldwide, real-time electronic news service. This entry-level position reports directly to the Editor in chief and offers exposure to all facets of News Service operation. Specific duties will include retrieving copy from IDG publications worldwide; organizing and maintaining News Service databases and library resources; basic research (with heavy emphasis on the Worldwide Web and other electronic media); event planning and organization; copy editing; and spot news reporting and writing. Journalism training and/or some professional experience is required. Experience with or interest in computers and electronic publishing is strongly preferred. Foreign language skills are a big plus. *Location: Boston, MA*
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-423-0404,
Email: elizabeth_heichler@idg.com

Technology Analyst, Enterprise Computing Team (IFW)

The InfoWorld Test Center seeks a Technology Analyst to join a team of analysts and editors to test and analyze products and technologies in the enterprise-scale applications arena, which includes application development tools, databases, middleware, ERP, business intelligence, enterprise reporting, and knowledge management. The Analyst will aggressively follow related beats, which will require a thorough understanding of technical issues and a variety of products in these enterprise categories. Strong technical, writing, and analytical skills are essential, along with the ability to meet weekly testing deadlines. The ideal candidate will have a least five years of hands-on cross-platform experience in enterprise development and product evaluation and a bachelor's degree in a related technology field. A strong desire to pursue publishing career is a must. Prior experience in the publishing industry is preferred, and ERP, middleware, and business intelligence expertise is a plus. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

Operations Manager (WEC, World Expo Corporation)

IDG World Expo Company is seeking an Operations Manager. This position will be responsible for all logistics and operations, including on-site vendor management, exhibitor relations, vendor contract negotiation, and move in/out. Tradeshow planning experience a plus, preferably within the high-tech industry. Ability to manage multiple tasks, superior time management, communication, negotiation and organizational skills essential to success. Supervisory experience a plus. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508/935-4600, Phone: 508/935-4480, Email: jajobs@idg.com

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Delia Quartey *InfoWorld*

17
Magdalena Axelsen *IDG Denmark*

15
Wes Nihei *IDG Games Media Group*

14
Libby Levinson *IDG*

13
Deborah Goldstein *IDG List Services*

12
Magdalena Zabala *IDG Spain*
Olga Fernandez *IDG Spain*

11
arole Plana-Prigent *IDG France*

10
Charlotte Ziems *InfoWorld*
Kevin Normandeau *PC World*

9
Alvaro Morenes *IDG Spain*

8
Thomas Christensen *IDG Denmark*
Rosa Martin *IDG Spain*

7
Jacqui DiBianca *Network World*
Tony Calamaro *FCW Government Technology Group*
Colleen O'Hara *FCW Government Technology Group*

6
Niels Bentzen *IDG Denmark*
Candace Feldman *Publish*

5
Riccardo Granata *IDG Italy*

4
lichelle Chan *IDG Hong Kong*
heresa Sanchez-Baker *IDG Books*
Gina Rowles *IMS Europe*
Anne-Elisabeth Dreneau *IDG France*

3
John Broderick *InfoWorld*
Renee Gotcher *InfoWorld*
Christina Chan *IDG Hong Kong*
Melissa Stauffer *IDG Books*
Jerelind Charles *IDG Books*
Molly Higgins *IDG*
Karen Fogerty *CIO*
Kazuki Seki *IDC Japan*
Emil Abirascid *IDG Italy*
Jennifer Wendt *IDG France*

2
Matt Turner *PC World*
Pat Josefek *Network World*
Michael Hill *The Industry Standard*
Linda Marausek *IDG Books*
James Niccolai *IDG News Service*
Akiko Bando *IDG Japan*
Hideki Koizumi *IDG Japan*
Frederic Bonnin *IDG France*
Jean Luc Gonzalez *IDG France*
Hakim Remili *IDG France*
Jeff Langkau *FCW Government Technology Group*

1
Tara Neier *InfoWorld*
Charyl Gandee *PC World*
Todd Burggraf *The Industry Standard*
David Mann *IDG Books*
Angela Collins *IDG Books*
Karen Clancy *IDG*
Mary-Jo Porcello *IDG*
Philip Fersht *IDC UK*
Lawrence Combes *IDG France*
Diane Tomasik *FCW Government Technology Group*

Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

Employee Referral Plan a "triple win" for IDG, current employees and new hires

IDG's U.S. Employee Referral Bonus Plan offers tangible evidence that the maxim "it pays to have friends" is true.

At the moment, the most vocal proponents of that maxim - other than human resources representatives who rely heavily on the program - are Executive Publishing Associate **Stacey Foreman** of *The Industry Standard* and Copy Editor **Denise Dubie** of *Network World*, winners of the year-end lottery among the 10 IDG employees who made two or more referrals during 1998. Foreman won $2,000 and Dubie $1,500.

Foreman, the grand prize winner, referred her former co-workers at *Wired* magazine: Finance Manager **David Patashnik**, Online Editor **Hane Lee** and Reporter **Lessley Anderson**. Dubie, the runner-up, referred Staff Writer **Jason Meserve**, a former colleague at *Application Development Trends*, and Online Coply Editor **Sheryl Hodge**, who she knew through a mutual friend.

During the year, employees whose referrals are hired by participating business units receive $500 for each referral that results in a full- or part-time hire and $200 for casual part-time hires who work at least 20 hours a week.

The employee referral plan, which has existed for more than a decade, is IDG's biggest source of recruiting qualified candidates for U.S. job openings. In 1998, IDG had a total of 905 hires and 165 came through employee referrals.

***Denise Dubie** (center) referred **Sheryl Hodge** and **Jason Meserve** for job openings at Network World.*

Foreman

The next most fertile source of employee candidates are IDG's Web sites (IDG's corporate home page, as well as the IDC and IDG Books sites), followed closely by non-IDG Web sites such as Boston.com and Monster.com on the East Coast and the listfoundation.org on the West Coast. Further behind are newspaper ads, industry networking and, on occasion, recruitment agencies for very targeted, hard-to-fill positions.

"The challenge to find the best and brightest talent is ever-present," said IDG Manager/Executive Recruiting **Susan Brown**. "What better source is there than referrals from the current employees who embrace and understand our company's culture."

To learn more about IDG's Employee Referral Plan speak to your Human Resources representative. WU

celebrating 10!

Name
Julie Cas

Home
Paris, France

Joined IDG France
July 1988 as a switchboard operator.

Current title
Layout executive for *Reseaux & Telecoms.*

Most challenging part of your job
Stress

Best part of your job
The creative side.

Career highlight
The day I became a layout executive.

What's kept you at IDG for 10 years?
At IDG, people can upgrade. As a result, I attained my dream: to become a layout executive.

Interests outside the office
I had always dreamed of being able to live on a boat, and I finally bought one and now live on it full-time.

Fantasy job
To have the capacity to study volcanos.

Dream destination
The North Pole and Alaska

Five people - living or dead - you'd invite to a dinner party
Volcano expert Haroun Tazieff, filmmaker Jacques Tati, actor Michel Simon, TV columnist Valerie Expert and singer Edith Piaf.

Last good deed
I bought a painting from an old prisoner. [In France, some former prisoners sell their paintings door-to-door as a way of making money.]

As a child, what did you want to be when you grew up?
A nursery school teacher.

Your idea of a perfect day?
To sail quietly on my boat with friends.

Favorite vacation spot?
Anywhere, as long as it has a nice view.

If you won the lottery tomorrow, you would...
Buy a bigger boat.

Retirement dreams?
To make to most of life all the time.

*IDG Chairman **Pat McGovern** escorted **Julie Cas** to dinner last year in honor of her years of service to IDG France.*

Manager's profile

"I have worked with Julie for only eight months since coming over from IDG France's consumer publishing division. However, I've been able to quickly appreciate her efficiency in the *R&T* layout department. Besides, thanks to her smile and kindness, Julie's long-term colleagues really enjoy working with her."

- Patrice Servage, layout director, IDG France

Webby Awards voting extended to Feb. 28

Cast your vote for Web site excellence in the People's Voice Awards, a subset of The 1999 Webby Awards. The online ballot can be found at http://www.webbyawards.com and must be completed by Feb. 28. One lucky online voter will be selected at random for a trip for two to the Webby Awards in San Francisco on March 18.

IDG employees have an additional way to win Webby Awards tickets. Send an e-mail to world_update@idg.com along with your name, business unit and e-mail address. Two employees will be chosen in a random drawing to receive one ticket each; accommodations or travel expenses are not included. The IDG contest deadline is Feb. 17.

10 years ago this month

One of IDG's two Mac-related publications broke an exclusive story on Feb. 23 detailing the technical specifications of a long-awaited Macintosh laptop prototype from Apple Computer that would weigh about 12 pounds and would retail for approximately $6,000. The story was picked up the next day on page one of *The San Francisco Examiner, The Los Angeles Times* and *San Jose Mercury News* and aired on numerous television stations.

IDG **WorldUpdate**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries, IDG also produces 110 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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HTTP://WWW.IDGWORLDUPDATE.COM

PC Games Yugoslavia joins growing roster of IDG gaming titles

Standing from left to right: ***Milena Rakocevic****, proofreader:* ***Gradimir Joksimovic****, reviews editor;* ***Relja Jovic****, editor-in-chief;* ***Natasa Maric****, technical editor;* ***Jelena Jan****, marketing manager;* ***Dragana Zec****, pre-press specialist;* ***Miodrag Ivanisevic****, designer;* ***Aleksandar Spasic****, assistant editor. Not pictured:* ***Darko Stefanovic****, online editor;* ***Stanka Vatovic****, copy editor;* ***Snezana Drca****, subscription and distribution; and contributing editors* ***Milos Eric*** *and* ***Dejan Veselinovic****.*

With last month's launch of *PC Games Yugoslavia*, IDG licensee Mikro Knjiga Publishing Co. became the first publisher in the country of 10 million to offer two computer titles. *PC World Yugoslavia* launched 18 months ago and is now the country's fastest-growing IT title.

PC Games faces competition from two locally produced magazines: *Svet kompjutera*, one of the oldest computer publications in the country, carries some 30 pages of games-related material each month, and *The Gamer*, launched several months ago by a group of young enthusiasts. According to **Relja Jovic**, editor-in-chief of *PC Games*, *Svet kompjutera* boasts a circulation of 12,000 but contains poor quality black and white and some color pages; *The Gamer*'s circulation of 2,000 is just half that of *PC Games*.

"Polls that we have conducted in *PC World* indicate that there is great interest in the market for a high-quality computer games magazine," Jovic said. "Hardware dealers are experiencing increased sales of specialized equipment for games players and a growing number of CD clubs [venues that rent and sell PC software] are being opened. Console vendors have also increased their sales, and the existing magazines simply do not meet reader needs."

Initial reaction to the publication from both readers and advertisers has been excellent, according to Jovic. "Readers are particularly pleased with the number of reviews and tips and tricks we carry as well as the full-color pages and superb graphics. Advertisers are attracted by our regular publishing schedule and the reasonable price of ad space."

continued on page 7

www.idgchannelworld.com

IDG Channel World

Media for the IT-Trade

IDG's channel publications have a site of their own

IDG's youngest and fastest growing product line now has a Web site of its own. IDG Channel World <http://www.idgchannelworld.com> launched Feb. 5 to help visitors better understand the breadth and depth of IDG's channel titles around the world. Currently there are 27 such titles in 23 countries.

The site offers visitors an overview of each publication - published under such varied names as *ComputerPartner* (Germany), *Distributique* (France) *Dealer World* (Spain) and *Solutions Integrator* (U.S.) - as well as an Event Guide featuring a comprehensive listing of IT-related shows and conferences around the world, a section containing press releases issued by IDG's channel publications and links to the individual publications' Web sites.

Also debuting this month is a newly created IDG Channel World logo that will be carried on the top right corner of IDG's channel publications.

"With the common logo IDG emphasizes its international competence and global presence for the product line of IT channel publications. The logo also ensures that anybody seeing one of our magazines anywhere in the world will have the chance to get information about all of the 27 channel publications of IDG," said **Thomas Perskowitz**, publisher of Germany's *ComputerPartner*, which houses the company's Channel World GPSC.

The Channel World GPSC has CD-ROMs available that contain usable versions of the logo for any

continued on page 2

Calling all photographers!

Be sure to check out the newest worldwide photo contest. Details on page 7.

in brief newsworthy

GameStar's paid circulation surpasses 300,000 mark

The paid circulation for *GameStar*'s January issue topped 300,000, the first time IDG's German games magazine has reached that pinnacle. Launched just 17 months ago, *GameStar* is in second place among the top seven German games magazines with a circulation of 100,000 or more.

In the fourth quarter of 1998, the German audit firm IVW reported that *GameStar*'s paid circulation averaged 250,177, a 23% increase over the previous quarter. With January's record-breaking circulation, IDG Entertainment Verlag's publication is quickly catching up to market leader *PC Games*, published by Computec.

Unlike many of its competitors, which target gaming enthusiasts who are teenagers or in their 20s, *GameStar* appeals to a broader audience. Twenty-five percent of *GameStar*'s readers are 30 years of age or older. Publishing Manager **Stephan Scherzer** credits this broad audience, as well as high-quality editorial, as two important keys to the publication's success. WU

IDG CSG celebrates Customer Appreciation Week

IDG Corporate Services Group (CSG) will be celebrating Customer Appreciation Week during the week of Feb. 22-26.

During this week the group will be saluting the dedication and effort of its IDG business partners, who have enabled the CSG to meet its business goals and ensure its success. The CSG invites all of IDG to join it in saluting these groups. During Customer Appreciation Week employees are encouraged to take a minute to visit the CSG Web site at www.idgcsg.com and meet the people who make up the CSG. While there, test your knowledge of the CSG in a daily contest and win cool prizes! Please note: The contest site will not be operational until Monday, Feb. 22. WU

E-Mediaweekly ceases publication

Mac Publishing, L.L.C. has announced the immediate suspension of *eMediaweekly*, the only weekly news publication dedicated exclusively to multi-platform digital content creation.

«eMediaweekly»
Verdict split on Web image tools
Adobe Illustrator 8 in line for fall debut
QMS preps new color laser
Corel goes deep

eMediaweekly, formerly *MacWEEK* magazine, debuted on Aug. 24, 1998, with a BPA-controlled circulation of 85,000 digital media managers throughout North America. The publication targeted digital media professionals who needed to multi-purpose content across multiple publishing platforms such as traditional print, the Web and multimedia.

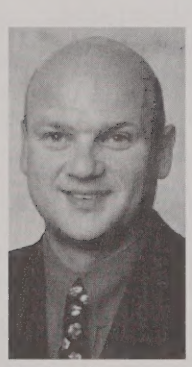
"Computer publications across the industry had a difficult year in 1998, and we have seen indications 1999 will be no easier," said Mac Publishing President, CEO and *eMediaweekly* Publisher **Colin Crawford**.

"Although *eMediaweekly*, with its integrated editorial coverage of the entire digital media spectrum, launched with rave reviews from our readers, the digital publishing market isn't mature enough to sustain a newsweekly at this time."

Mac Publishing, L.L.C. is a joint venture between Ziff-Davis Publishing Co. and IDG and is headquartered in San Francisco. WU

Channel World

continued from page 1


Perskowitz

Singer

publication that needs it.

IDG's channel publications also have a GPSC site on IDG Central <http://idgcentral.com> designed to help keep the various members of the product line updated on each other's activities as well as provide and information-sharing forum.

The next Channel World GPSC meeting is slated for March 11-12 in Munich. The meeting is open to representatives from any and all of IDG's channel publications. An agenda is available on the GPSC site on IDG Central. For more information please contact **Silvia Sprenger**, GPSC manager, at silvia_sprenger @idg.com. WU

The February 1issue of Dealer World Spain displays the new IDG Channel World logo in the upper right corner.

New fax for Legal Department

The IDG Legal Dept. in Framing-ham has a new fax number: +508-424-4807. Telephone numbers remain the same. The legal department includes: **Kevin Krull**, **Miriam Karlin**, **Nancy Goodwin**, **Averie Rosemark** and **Faith Clunie**.

Upcoming global product line meetings

Computerworld/InfoWorld
Feb. 28-March 2
Puerto Rico
Contact: Siri Herud
siri.herud@idg.no

PC World (Latin American titles)
March 3-5
Puerto Rico

PC World (Asian titles)
March 24-26
Kuala Lumpur

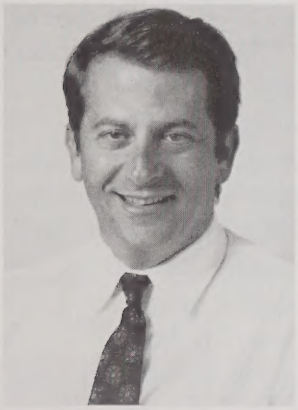
PC World (European titles)
May 26-28
Rome

Contact for all PCW meetings:
Nancy Jacobs
nancy_jacobs@pcworld.com

Network World (all networking titles)
March 15-17
Paris
Contact: Nancy Parquette
nancy_parquette@nww.com

Q and A executive

Keith Newman
The CEO of Channel Services Group, publisher of *Solutions Integrator* magazine, is this week's guest columnist.



Channel Services Group at-a-glance

Established 1997

Employees 41

Products *Solutions Integrator* magazine and www.solutionsintegrator.com

Recent accomplishments
- BPA Audit completed
- Successful launch of "Signature Series" special reports
- Beta launch of new web site
- Announcement of first annual SI Impact Awards program
- Announcement of joint conference with IDC titled IDC's Solutions Integrator Forum

Goals/plans for 1999
- More loyal readers
- More ad revenues
- New sources of revenue (i.e. Web and events)
- Continue to cultivate a dedicated and motivated team of stars

Does *Solutions Integrator* in the U.S. work with any of its sister channel publications in other parts of the world and if so, how?

Yes, we are very pleased to be a part of the IDG ChannelWorld Global Product Line, which is rapidly expanding. We've been sharing editorial content regularly with Brazil where they publish *Solutions Integrator Brazil* and hope to increase the exchange of this type of information with all channel publications. We also contribute content to the IDG News Service and are able to provide content to other publications as well as obtain content for *SI*.

In addition, we are active participants in the new ChannelWorld Web site <http://www.idgchannelworld.com> which hosts information on all IDG channel publications. Through this Web site we are able to stay abreast of important news and data about our sister publications and be proactive in sharing this information with clients who may be interested in an international channel buy.

In the events area, we work closely with **Thomas Perskowitz** of *ComputerPartner* in Germany on the Channel Focus series of events. These events are held all over the world and *Solutions Integrator* sponsors Channel Focus North America while *ComputerPartner* sponsors Channel Focus Germany. We both actively promote all the IDG channel publications at these events.

Your BPA audit was recently announced. What are the compelling points that came out of the audit?

The successful completion of our initial BPA audit was a milestone for us. We had promised an initial audit of our 90,000 subscribers within one year of our launch, and we delivered on that promise with our Nov. 15 issue. The results of our audit plus some research data prove that we are indeed different from our competitors in several ways:

- We are the first channel publication to report a Unit Audit.
- We are the only channel publication that audits the size of our readers' target market.
- We reach primarily executives at mid- to large-size organizations.
- 45.7% of our subscribers receive *no other* channel publication.
- Median annual sales of *Solutions Integrator* subscriber companies is $22.6 million vs. that of a typical VAR served by other channel publications which is $834,000.

We are very excited about this data and how it points to a clear differentiation between *Solutions Integrator* and other channel publications.

I know that your current Web site is aimed at the technology marketing community. Do you have any plans for a reader-oriented Web site?

Your timing is perfect with this question. We are scheduled for a beta launch of our new Web site in March with the site scheduled to go live to the public on April 1 - no joke!

Our new Web site will remain at www.solutionsintegrator.com. However, the entire site has been reconstructed with a focus on building a community around the solutions integrator channel. The mission of the SI community site is to engage all channel members into a cooperative Web-centric community whose content and services enable participants to collaborate and leverage off collective expertise, knowledge and personal experience. The result of this interaction is a living documentation of best practices among the SI community as well as profitable business relationships among participants.

If you are interested in being a beta tester during our beta phase please contact **Deborah Weinberger** (deborah_weinberger@idgchsg.com).

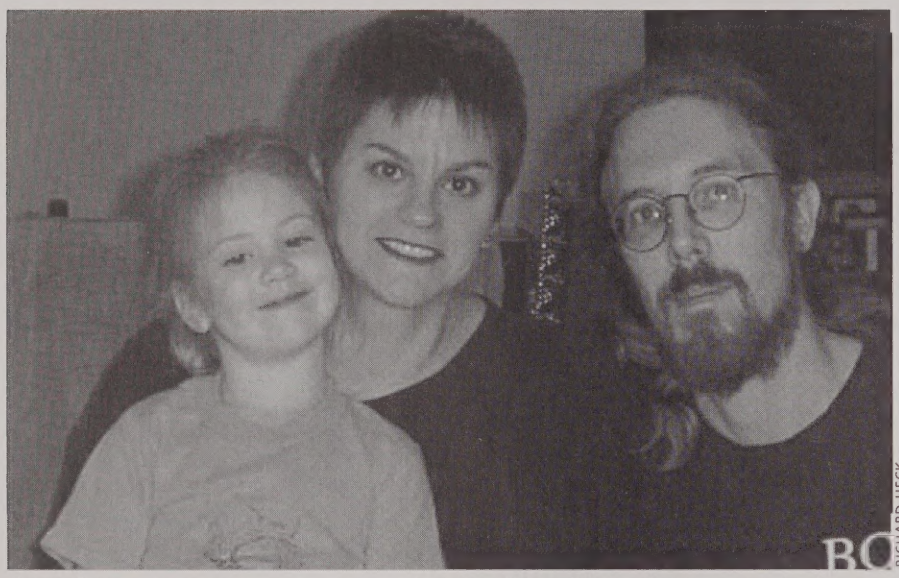
I read something about a new conference you're launching with IDC. Can you elaborate?

Yes, we are very excited to announce the IDC Solutions Integrator Forum that will be held Aug. 5-6 in San Diego, Calif. The focus of this two-day conference is how solutions integrators can grow their services business and add more to their bottom line.

Today, solutions integrators provide single-source services, from the delivery of hardware and software infrastructure to the delivery and customization of applications and solutions and the ongoing management of these systems. Today's business economics are such that solutions integrators need to increase the percentage of revenues they earn from the services side of the business in order to grow their profits. IDC and *Solutions Integrator* will capitalize on the need for integrators to become more services-oriented by creating a forum to address the issues around services. IDC analysts and *Solutions Integrator* editors will lead the conference discussions and industry luminaries will also be on hand to lend their vision and expertise. For more information on the conference, please contact **Liz Gagliardi** at IDC via telephone: 508-872-8200.

Love triumphs over geography: Romance blooms on the Internet

Nancy Weil, IDG News Service
Florida to Massachusetts



RICHARD HECK

Nancy Weil *and Richard Heck share their house in Cambridge, Mass., with Richard's daughter Isobel, 4 ½.*

Nancy Weil, now the U.S. correspondent for the IDG News Service, was getting her money's worth out of Americal Online back in 1996. As her marriage was breaking up, she found it "very liberating" to spend time online with people who had come to be a support group for her. Professionally she also found a big network of news journalists who gave her career advice when she was considering leaving her job as a regional education writer at the *St. Petersburg Times*.

For a brief period Nancy participated in AOL chat rooms for 30-somethings and single people, but quickly wrote off those options. Nonetheless, Nancy had a strong feeling, one that grew stronger over time, that she would meet someone special online.

One night in May 1996, after having a date with an online acquaintance that was a "total disaster," Nancy stormed home and vowed she wasn't going to date anyone else, let alone anyone she met online. She poured her heart out to an online friend, who told her about someone she had met online that seemed just right for Nancy. Skeptical at best, Nancy nevertheless checked AOL's instant messaging component and found that Richard Heck was indeed online in Massachusetts, even though it was after midnight. "Before we knew it, we had chatted online for four or five hours, and even talked on the phone that night at about 3:00 a.m.!" Nancy said. "'Whoa - this could be serious'" we both thought after the first night."

Nancy and Richard continued to e-mail and talk frequently with each other throughout the following days. Three weeks later Nancy flew north to meet Richard, who was teaching philosophy at Harvard University in Cambridge, Mass. She flew north again two weeks later for a long weekend, then he visited her for a week, and their relationship continued to blossom.

In July 1997, Nancy left her job in Florida and moved to Cambridge. By September, she was working as the U.S. correspondent at the IDG News Service in Boston. Nancy and Richard married on Sept. 5, 1998.

Advice to the online lovelorn

"It's easier than you think to get the wrong picture of someone. It takes a lot of disclosure, as much honesty as a person can muster, to make online meetings work. Still, there are a lot of honest, good-hearted people out there. No matter what anyone tells you, the good ones are not all taken!"
- Sandra Henry-Stocker

"It's also crucial to find out what the other person expects of the relationship. I know that's always important at a point in any relationship, but I think it's especially so in online meetings. It's easy to be idealistic and create a fantasy scenario when you haven't yet met the person, who seems so interesting and amusing online."
- Nancy Weil

"Be honest, don't exaggerate, just be yourself."
- Karl-Henry Martinsson

Sandra Henry-Stocker, Web Publishing, Inc.
Maryland to L.A. to San Francisco

In November 1996, separated from her husband and interested in looking for a soulmate as well as "glimpsing into people's hearts and life philosophies," **Sandra Henry** had been a member of Match.com <http://www.match.com> for several months. Sandra, now chief Webmaster for Web Publishing, met three or four people in person through Match.com, but no one who seemed like Mr. Right.

One evening, Sandra was scanning Match.com's online profiles and noticed one that intrigued her. This person wrote well, was obviously a doting dad, loved sailing and dancing, and was interested in ecology. So she sent a two-to-three sentence message to Eric Stocker. As far as she was concerned, though, 'this e-mail was little more than a wink.' Since Sandra lived in Maryland and Eric was in Los Angeles (a place she considered "a concrete jungle"), she figured any exchanges would be limited to philosophical discussions.

However, when Eric responded with several pages of text, describing his situation as a single dad scraping by, what was important to him and what he hoped to find, Sandra was pleasantly surprised. 'After spending nearly half my life in a painfully difficult relationship, I was ready to step into a relationship that felt easy and honest and this was a

Job Opportunities –February 15, 1999

On-line Researcher (CW)
The goal of this newly created position will be to help Computerworld online readers easily get to additional Web resources related to a particular topic or story by producing lists of links to stories, white papers, etc. found on the 'net. Responsibilities will include producing a list of related links for 2 to 4 news or features stories each day, producing new content areas of the site, like the Year 2000 Resources page and going back into existing lists on a predetermined basis to ensure that the links are still valid and "live." After a reasonable amount of time, the Online Researcher will take over some of the technical components of this job. Successful candidates for this entry-level position should possess a desire to learn about Web production from the ground up, some demonstrated knowledge of Web searching tools and knowledge of computer industry. HTML knowledge preferred, but will train. *Location: Framingham, MA*
Contact: M. Maynard, Fax: 508/879-3760, Phone: 508/820-8162, Email: maria_maynard@cw.com

On-Line Services Manager (CW)
This position will provide overall support to all departments in Computerworld wanting a presence on Computerworld Online as well as support external users/visitors with technical issues and questions. Responsibilities will include interfacing with individual departments to determine development needs for specific projects, managing contract development efforts, advertising sponsorship and related issues. Candidates should have a strong background in project management, preferably in an on-line setting. The ability to work across a wide range of departments is required. Experience with HTML and Double-Click is helpful but not required. *Location: Framingham, MA*
Contact: P.Fowler Sheer, Fax: 508/879-3760, Phone: 508/820-8647, Email: piper_sheer@cw.com

On-line Editor (CW)
Computerworld Online, has an immediate opening in its editorial department for an online editor. This position has full responsibility for the editorial content of Computerworld Online, including regular news feeds, feature stories that are unique to the site, and online extensions to print stories. Candidates should have at least five years experience as a technology reporter, direct knowledge of at least two beat areas in the networking, PC or enterprise areas (for example, LANs and PC software, or mainframes and network operating systems) and a college degree. Sound and fast news judgment, ability to edit copy quickly and accurately and at least one year of editing experience are also necessary. HTML experience is preferred, but not necessary. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508/879-3760, Phone: 508/820-8647, Email: piper_sheer@cw.com

District Sales Manager (FCW)
Federal Computer Week is seeking a highly motivated District Sales Manager to cover the Mid Atlantic & South East regions. Must have proven track record of success in print advertising sales. 3-5 years experience required. *Location: Falls Church, VA or New York area*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057,
Email: jacqueline_dendievel@fcw.com

Datachecker/Proofreader (IDC)
IDC seeks a talented Data Checker/Proofreader for the Publishing Services & Technologies department. Responsibilities include verifying data and ensuring accuracy of market research on the IT industry. Work closely with Quality Manager and Datachecker, analysts, editors, and desktop publishers to edit text and check data-intensive tables and figures for accuracy. A bachelor's degree required and must be proficient in MS Office applications. Lotus Notes experience preferred. The ideal individual will also have strong interpersonal skills, the ability to multi-task, work well under deadline pressure, and audit numbers quickly and accurately. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

Mailroom Clerk, part-time (IDC)
IDC's Office Services Department is seeking an energetic person to join the mailroom on a part-time basis. Responsibilities will include the delivery of mail and packages, general maintenance, assistance with in-house moves as well as special projects. Applicants must have the ability to lift 30-50 pounds and have a good driving record. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

Technology Analyst - Networking & Telecom Team (IFW)
The InfoWorld Test Center seeks a Technology Analyst to join a team of analysts and editors to test products and technologies in the networking and telecom arena, including WAN and LAN topologies, Network Operating Systems, network management, network security, remote access, fault tolerant networking, wireless technologies, network hardware, PBX's, ISDN, and Frame Relay. The position requires a thorough understanding of networking issues and an ability to closely follow industry developments. Strong technical, writing and analytical skills are essential, along with the ability to meet weekly testing deadlines. The ideal candidate will have a number of years hands-on experience in networking and product evaluation. A strong desire to pursue a career in the high-tech publishing industry is a must. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

Regional Sales Manager (IFW)
This position will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and "electric" editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing a Sales Associate. Requires a minimum of five years in computer publication ad sales. *Location: Atlanta, GA*
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

Sales Administration Manager (IFW)
The individual in this position will assist the two Ad Directors with projects, presentations, research materials, and general clerical/support duties. This position is accountable for developing and maintaining overall activities of the Northwest Region as well as implementing and supervising the daily activities of the San Mateo sales support staff of a region with 20 staff. Must have good attention to detail, financial reporting, and interpersonal skills. Publishing, advertising, or hi-tech experience required. *Location: San Mateo, CA*
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

Senior Associate Editor (PCW)
Plan, assign, and edit PC software and hardware roundups and Top 20/Top 10 sections on a rotating basis; manage one junior editorial employee. Must have 3-4 years magazine writing and editing experience, top-notch writing skills, thorough knowledge of PC products. Solid knowledge of Access and Excel a strong plus. *Location: San Francisco, Ca.*
Contact: A. Epler, Fax: 415-442-1891, Phone: 415-978-3282, Email: anita_epler@pcworld.com

Publishing Counsel (IDG/B)
We have an outstanding opportunity for a dynamic attorney to manage the daily activities of our legal department, draft, review and negotiate publishing trademark, licensing, marketing, sales, and other agreements. Responsibilities will also include intellectual property matters and providing counsel to internal clients on legal issues in business deals. Because this position involves high volume rapid review and processing of contracts, the ability to quickly grasp business issues, balance risks, and exercise judgement will be critical. You will have extensive interaction with company management, the in house legal team, company personnel, clients, and client counsel. Position requires BS/BA, JD from ABA approved school, and at least one state Bar. 5+ years' contract law, intellectual property, acquisitions negotiation, trademark litigation and licensing negotiation experience, publishing industry experience and securities law preferred. *Location: Foster City, CA*
Contact: C. Yam Fax: 650/655-3206 Phone: 650/655-5013 Email: cajobs@idgbooks.com

"Wish you were here..."

IDG Employee Referral Bonus Plan

Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

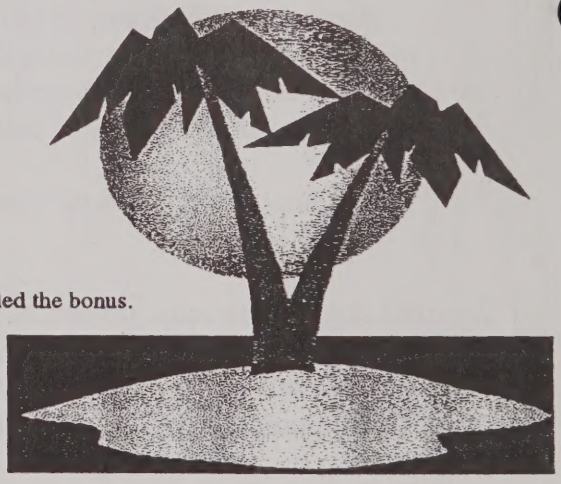
- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.

RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

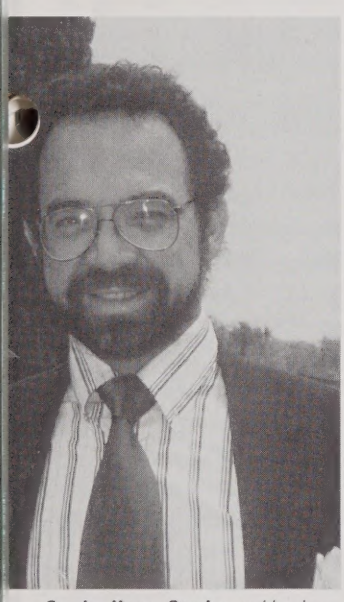
Bonus check to be given to:_____

Bonus Amount: $500 $200

e IDGers meet their mates online

STEVE INZA

Karl-Henry Martinsson *and his wife Angie moved to the Boston area from Sweden in January 1998 and now live in an oceanfront home in Winthrop, Mass.*



Sandra Henry-Stocker *and her husband, Eric, live in San Rafael, Calif., on a 42-foot sailboat with Eric's 11-year-old daughter. A Sun specialist for 15 years, Sandra had to trade her Sun workstation for a laptop due to the tight quarters aboard ship.*

promising beginning,' she recalled.

After that, Sandra and Eric exchanged long e-mails daily, sometimes several a day. They waited almost a month before they talked on the phone, due to the three-hour time difference. Even when phone calls began, they still exchanged e-mail more than they spoke. 'The level of sharing is the nicest thing about meeting online,' Sandra said. "You can't just smile fondly at each other; you need to discover what the other person's like by squeezing a lot of information through a very narrow 'text-only' opening.

Sandra flew out to meet Eric in January 1997 and spent a week in Marina del Rey, Calif. 'I wanted to make sure he was what he seemed to be,' Sandra said. 'Things that you can't find out online - like how someone looks at you, acts, sounds and moves - are really important to know. And since Eric and I are both very articulate, we wanted to make sure that our views of each other weren't biased because we wrote this wonderful prose.'

Their week together went well, and life went into hyper-speed drive. While in L.A., Sandra had a job interview (with someone she knew from Match.com) and by late February she was offered the job that began in two weeks. She and her husband had just begun mediation for their divorce, but they managed to get everything done in two meetings. Sandra took one day off between jobs and drove cross-country in three days, blowing three tires in three states along the way. Sandra and Eric were married in December 1997.

Karl-Henry Martinsson
International Publishing Services
Stockholm to Boston

"Serendipity" is the best way to describe how the Internet brought **Karl-Henry Martinsson** and Angie Clark together on July 6, 1996. Karl-Henry, then a test editor for IDG's *Computer Sweden* in Stockholm, had been using a chat software program called PowWow for several months. Angie Clark, who lived in the northwestern U.S. state of Idaho, had downloaded the chat software just three days earlier.

That July night in Stockholm, Karl-Henry logged onto PowWow and checked out its White Page. The page shows a list of the last 50 people who logged onto PowWow and includes their name or "handle," e-mail address, country and a Web page address if they have one. The names scroll out and are refreshed after about a minute because so many people log onto PowWow. Always interested in looking at other people's home pages, Karl-Henry clicked on AngieC22's Web page link, but it didn't work. He sent a quick note to tell her about the problem. At her desk in Idaho on a Saturday morning, Angie got a notice on PowWow that said "You have a chat request" and included Karl-Henry's name. "Usually, Angie didn't accept any e-mails with men's names, but just by chance she answered me," Karl-Henry said.

The two went into a spirited real-time chat. After another day or two of messaging, Karl-Henry asked if he could call her. Coincidentally, he was scheduled to be in the neighboring state of Washington the following week for a press event at Microsoft.

Angie agreed to see him while he was in the U.S., and Karl-Henry flew to Idaho for the weekend after the Microsoft event. After more messaging and phone calls over the next few months, it was clear to Angie and Karl-Henry that they might have a future together. At the end of October, Angie quit her job and went to Sweden on a three-month visa, and by Christmas 1996 the two were engaged. They married in August 1997 in Sweden and began to look for jobs in the U.S. in the fall. While at Comdex in Las Vegas in November, Karl-Henry met with IDG International Publishing Services IS Director **Morris Effron**, who was looking to fill an open position in his department. Karl-Henry and Morris arranged a meeting at Comdex and just a week later Karl-Henry accepted a position as a Notes developer at IPS in Boston. WU

noteworthy people

Ambrosio

Kaneko

Elgey

Bort

Teal

Walsh

Promotions

Eight-year *Computerworld* veteran and online editor **Johanna Ambrosio** has been named director of online services and will help *CW*'s online operations evolve into an interactive, multiple-service resource. She will also be responsible for the day-to-day editorial and production operations as well as strategic direction of the *CW* Web site, <www.computerworld.com>. "Johanna is a 15-year veteran of technology journalism who has spent the last two years immersed in new media," said *CW* Editor-in-Chief **Paul Gillin**. "Her unique combination of experience and Web skills will help her develop *Computerworld*'s online operations into the online news community for technology professionals." Before joining *CW*, Ambrosio was a freelance writer with articles appearing in *Government Computer News*, *Crain's New York Business* and various New York weeklies.

Previously a copy editor, **Lisa Kaplan Adase** has been promoted to news layout editor at *Network World*. "Lisa's work has helped us dramatically boost the overall quality of our news pages," said Managing Editor **Charley Spektor**. "Due in part to her efforts, *Network World* goes to the printer on time every Friday, thus leading to significant cost savings (not to say anything about the boost to morale it has given everybody to be able to get out at the end of the week on time)."

Amy Kaneko has been promoted to senior channel marketing manager at IDG Books in Foster City, Calif. She previously held the title of channel marketing manager, Trade. She is currently in charge of managing the channel marketing group, which is responsible for marketing plans and support sales in the domestic market and also in the international and special markets. Amy has a B.A. from New York University and she is a "would-be food critic," a fitness buff and a reader of non-fiction. She also enjoys practicing her Japanese on her husband.

New employees

Roland Elgey joins IDG Books in Foster City, Calif., as senior vice president of consumer publishing, charged with developing and expanding the ...*For Dummies* brand and IDG Books' recently acquired Cliffs Notes, as well as moving the division into new consumer areas. Previously a senior vice president of Macmillan General Reference, he started his publishing career at Foyles Bookstore in London and has worked in sales at Weald Publishers Representation Agency, John Wiley & Sons (U.K.), and as director, business and professional publishing, at McGraw-Hill (U.K.). He holds a B.A. honors degree in modern history from the University of Durham in England.

Based in Silverthorne, Colo., **Julie Bort** joins *Network World* as the senior editor for the publication's signature series. She freelanced for several IDG publications and also served as a senior editor for *LAN Times* and *VAR Business*. Julie has a B.A. in English education and journalism education from Arizona State University. In her free time, she skis, snowshoes, mountain bikes and sails. Julie recently co-authored a book, *Building on the Extranet,* published by John Wiley and Sons.

Robert Teal, new to IDG Games Media Group, is a systems specialist. Previously, he was employed as a workstation specialist at Meriter Hospital. Robert graduated from the University of Maryland, at College Park with a B.A. in English and earned a master's degree in English at the University of Wisconsin at Madison. Robert likes to read about art and visit museums, and he also enjoys biking.

Online Billing Coordinator **Lisette Walsh** has joined PC World Online, coming from PowerFood, Inc., where she worked in accounts receivable. She has studied accounting at Oakland, Calif.'s Merritt College and earned an A+ certification as a computer technician at Career Solutions College in Union City, Calif. Away from the office, she does church work, sings in the choir and belongs to a women's fellowship group.

Network World has hired **Tricia Fiscale** as a sales assistant in the Professional Development Group. A recent graduate of the University of Massachusetts, she earned a B.A. in marketing and was on the dean's list for the 1998 academic year.

Senior Analyst **Paul Strauss** comes to IDC from Renaissance Worldwide, Inc. where he was a senior consultant in network software and management. He holds a B.A. in philosophy from Tufts University in Medford, Mass., and likes to attend movies, concerts and the opera.

Transfers

Laurel Heske, previously graphic design manager at IDC, is now the creative services manager at the IDG Corporate Support Center in Boston. She's handling presentation support for IDG Chairman **Pat McGovern** and President **Kelly Conlin** and designs and produces corporate communications collateral materials. In addition, Laurel updates the banners and news on the IDG Corporate Web site (http://www.idg.com) and would like to hear from business units that want news, events and other information posted on the site. Laurel can be reached at laurel_heske@idg.com.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

IDG WORLD UPDATE

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Richard Priante *Network World*
Marion Kibbee *IDG*

19
Kim Pennett *Computerworld*

18
Joanne Boiardi *Computerworld*

16
Carl Marchi *Computerworld*
Eric Bender *PC World*

15
Iris Clench *IDG Australia*

13
Linda Gorgone *Computerworld*

12
Kathryn Kress Taplett *Computerworld*
Susan Collins *Network World*
Penny Stevens *IDG*

11
Gregg Pinsky *Computerworld*
Kevin Burns *IDG*

10
Joanne Pirnik *InfoWorld*
Lucy Chaudhuri *IDC U.K.*

9
Eddie Ramirez *Web Publishing*
Cheryl Asselin *CIO*
Monica Capuzzi *IDG Italy*

8
Christopher Flynn *Computerworld*

7
Sarah Fenton *IDG U.K.*
Gloria Ciolek *Computerworld*
Bill Hanck *PC World*
Elizabeth Gulla *IDG*

6
Elana Varon *FCW Gov't. Technology Group*
Diane Hacker *IDG Central Services*
Jana Madejova *IDG Czech Republic*
Josef Kalasek *IDG Czech Republic*
Gil Loyola *Mac Publishing*

5
Tom Lamoureux *Computerworld*
Rob Guth *IDG News Service*

4
Dustee Anderson *FCW Gov't. Technology Group*
Marina Sabo *InfoWorld*
Robert Conners Jr. *IDG Books*
Trino Ramos *IDG International Publishing Services*
Elinet Medina *IDG International Publishing Services*
Angela Prodromou *IDG Australia*
Barbara Simon *IDG Australia*

3
Marcus Wilkinson *Digit (U.K.)*
John Bosso *Computerworld*
Laura Carpenter *IDG Books*
Lisa Shemet *Publish*
Deborah Weinberger *IDG Channel Services Group*

2
Dina Quan *IDG Books*
Yoshimi Kanamori *IDG Japan*
Kaoru Tamura *IDG Japan*
Daniela Pedrini *IDG Italy*

1
Blayne Long *Computerworld*
Erik van Le *FCW Gov't. Technology Group*
Juliette Calandra *InfoWorld*
Lynne Forrest *InfoWorld*
Katharine McLucas *InfoWorld*
Shama Ali *PC World*
Megan Roney *IDG Books*
Sarah Woodman *IDG Books*
Sonia Valdivia *IDG Books*
Kurt Lovell *IDG*
Peter Bradley *IMS/EMEA*
Simon Thomas *IMS/EMEA*
Scott Mendham *IDG Australia*

Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

Calling all photographers!

Once again *IDG World Update* is offering employees a chance to earn fame and a small fortune (how does $100 sound?) All you have to do is capture photographically the answer to the question, "IDG: Who are we?"

That's right, we're looking for a cover for the 1999 edition of the "IDG: Who are we" issue. Your photo might depict an entire department or a single individual. The subject(s) might be speaking at a conference, furiously typing away on a keyboard, discussing a layout, sitting in a meeting with a client or even competing in a football match. Up to four photographs will be selected to appear on the cover. Each photo selected for the cover will earn its photographer a $100 prize.

Photos may be color or black and white (although they will appear in black and white) and may be any size. You may submit as many photos as you like, but please note: PHOTOS WILL NOT BE RETURNED! Each photo should be accompanied by a short explanation of what is going on in the picture and why you believe it helps to explain who we are. Also please identify all individuals in your photo and be sure to include your own name, title, business unit and e-mail address.

All photos must be received by the *World Update* editors no later than March 15 in order to be considered for this contest. Photos not selected for the cover may appear inside the issue but will not earn a prize. Please send your entries to: *IDG World Update*, 31 Milk Street, Suite 210, Boston, MA 02109, USA.

Questions? Please contact the editors at world_update@idg.com.

PC Games

continued from page 1

PC Games will be published 11 times per year, with the July/August issued appearing as a combined volume. The magazine is published in Serbian. Jovic said the company expects that 80% to 90% of the 4,000 magazines initially will be sold on the newsstand but that they will be working aggressively to build a solid base of regular readers and encouraging subscriptions by offering prizes and discounts.

According to IDC, Yugoslavia presents a fairly atypical IT market in that there exists a very large number of small computer companies. According to research conducted by IDC in 1997, some 1,300 companies were responsible for sales of 74,300 machines, with the top-selling company selling just over 3,000 machines. Jovic noted that while the situation means there are a large number of potential advertisers most have very limited marketing budgets and do not currently advertise regularly.

Another paradox of the local market is the relative importance of the home market vs. the business market. "In general, the most powerful PCs are owned by young home users," Jovic said. "Due to the poor economy, companies are often not able to buy new and expensive equipment. We estimate that there are approximately 18,000 new home PC owners per year." WU

celebrating 10!

Name
Lucinda Santisario Borovick

Home
Sudbury, Mass.

Joined IDC
December 1987 as a client service rep/research analyst.

Current title
Research Manager, responsible for producing IDC's Intranet Networking Software research.

Most challenging part of your job
Juggling the many hats of an IDC analyst.

Latest accomplishments
Having a very satisfied client after a presentation that I gave to their Worldwide Sales Force and finding contractors to renovate our home.

Career highlight
Having dinner with Pat McGovern at the Ritz-Carlton.

Memorable moment at work?
I was doing some shopping for a party after work and holding all the necessary ingredients for a margarita - including multiple bottles of tequila - when I heard someone call my name. To my surprise and embarrassment it was one of my clients. I was much younger then.

What's kept you at IDC for 10 years?
Challenging work shared with a fun team of analysts.

Family
Husband Gerry and our 3-year-old daughter Jeanne, and son, Nathan, 5 months.

Five people - living or dead - you'd invite to a dinner party?
[Former First Ladies] Barbara Bush, Eleanor Roosevelt, Jackie Onassis and Betty Ford and [current First Lady] Hillary Clinton.

*IDG Chairman **Pat McGovern** escorts **Cindy Borovick** to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to IDC.*

First job
I scooped ice cream at Jack in the Beanstalk in Falmouth, Mass., where I learned first-hand that Massachusetts leads the U.S. in ice cream consumption.

Your idea of a perfect day alone?
Time to read a good book at the beach on a sunny day.

Favorite vacation spot?
Positano, Italy

If you won the lottery tomorrow
Every season I'd pick a different place in the world and travel there with my family.

Manager's profile
"I've worked with Cindy in various forums for over 11 years and have always been impressed with her knowledge of the networking market and her dedication to providing the highest quality service to her clients. That's why I was eager to hire Cindy as the first member of my research team five years ago and I'm glad that she continues to offer new insights to our customers in this rapidly changing market."

- Richard Villars, director, Intranet Architectures and Management, IDC

and finally...

Goals and Objectives

Sometimes, when you're competing in a down market, the goal becomes simple survival. The object is to outlast the other guys. Two men were swimming in the ocean when they saw a shark. One immediately began paddling for shore as fast as he could. His friend called out, "Give it up! No human can outswim a shark!" The first yelled back, "I don't care about the shark – I just want to outswim you!"

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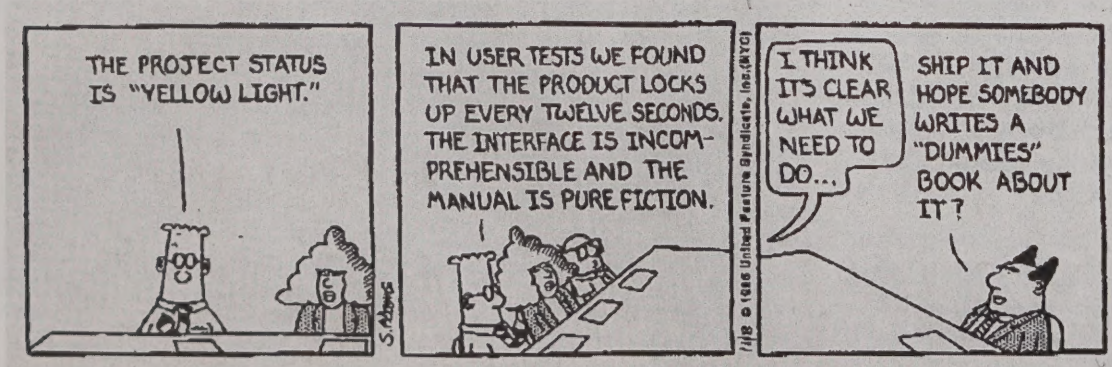
THE PROJECT STATUS IS "YELLOW LIGHT."
IN USER TESTS WE FOUND THAT THE PRODUCT LOCKS UP EVERY TWELVE SECONDS. THE INTERFACE IS INCOMPREHENSIBLE AND THE MANUAL IS PURE FICTION.
I THINK IT'S CLEAR WHAT WE NEED TO DO...
SHIP IT AND HOPE SOMEBODY WRITES A "DUMMIES" BOOK ABOUT IT?
S. Adams
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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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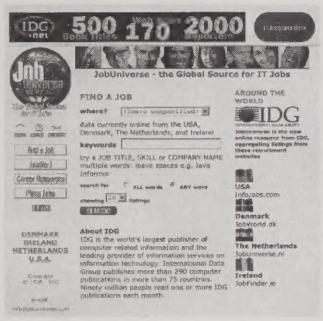
HTTP://WWW.IDGWORLDUPDATE.COM

IDG's JobUniverse offers global access to IT career opportunities

Supersite provides gateway to discrete IDG recruitment sites worldwide



Worldwide, IT professionals in the job market (and the recruiters who seek them) are putting print media under increased scrutiny in favor of the Web. It's easy to see why: the Web is a great medium for searching and filtering, IT jobs are clearly defined by their skill sets, and IT professionals are the ones who use the Web most.

This presents both a challenge and an opportunity for IDG: how to deliver quality response to recruitment advertisers, while protecting IDG's lucrative print advertising revenues in the face of competition from the Web.

The answer is JobUniverse, a major initiative at IDG that aims to leverage IDG's unique strengths -- global reach, powerful brands and loyal readers. "The best way to meet the challenge to print recruitment is to tackle it head-on," says **Frank Quinn**, manager of the JobUniverse program at IDG. "By building recruitment Web sites that complement print advertising, IDG business units can create new revenue streams and maintain value for their clients. It's vital to stress the value of IDG's reader community and stem the flow of revenue to Web-only offerings."

JobUniverse, IDG's new Global Source for IT Jobs, is now online at www.jobuniverse.com. As a gateway site for IT careers, JobUniverse currently contains listings from Web sites in four countries: U.S. (InfoWorld), Denmark, the Netherlands and Ireland.

The site, which was developed in Ireland by a group headed up by Quinn, publisher for IDG's Irish licensee ComputerScope, is designed to be a central aggregation point for content from all IDG's recruitment sites worldwide. More than simply a gateway, JobUniverse is a ready-to-go technology package that can be translated and localized for any IDG business unit that wants to get started in online recruitment. Business units that already have operational online recruitment sites can also participate in JobUniverse thanks to a data translation suite that allows a variety of data models to be consolidated into JobUniverse.

"The endgame strategy is to build a major global brand for online IT job seekers and to make this the first place to look for an IT job anywhere in the world," Quinn said. "With data shared in this common pool, the response levels will increase because individual country data will be visible on this wider scale.

"For example, a job seeker in New Zealand looking

continued on page 4

April meeting will focus on recruitment issues

An IDG-wide meeting that will focus on a variety of issues related to online recruitment is currently being planned for April. More information will be available shortly, but in the meantime you may contact **Siri Herud** at siri_herud@idg.com for more details.

Just over a year old, WebShopper charges across the 'Net

IDG WORLD UPDATE

*(L-R) WebShopper Director of Operations **Bruce McCurdy**, Western Advertising Director **Stephanie Ericson** and General Manager **Andrew Eisner** atop the WebShopper office building in San Francisco.*

Shoppers, start your carts. WebShopper, IDG's one-stop Web site for computer buyers, is rolling down the Internet's aisles.

"We had a very strong December, and January seems to be even stronger," said WebShopper General Manager **Andrew Eisner**. "We had a good holiday season and the growth is continuing. Looking over the numbers, we're pleased to see an 800% growth from our first couple of months of operation just over a year ago and a corresponding increase in orders."

WebShopper's mission is to offer an easy way for people to buy computers and related products online. Not only does it offer 40,000 products at

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in brief newsworthy

Macworld Expo nixes return to Boston in favor of repeat NY run

IDG Expo Management last week confirmed that this summer's East Coast edition of Macworld Expo will not return to Boston as previously announced but remain in New York at the Jacob Javits Center for a second straight year. Claiming that Boston's World Trade Center is too small to handle the show, Show Director Nicole Derany of IDG Expo Management said, "The Javits Center is better equipped to host the event for us. It has more space, and it's all under one roof. In Boston, we would be spread out between two locations with an offsite keynote."

The decision follows last month's extremely successful Macworld Expo San Francisco, which attracted close to 70,000 attendees, up from 68,000 the previous year.

Apple has enjoyed a dramatic turnaround in the time since Macworld Expo made its New York debut last August where attendance was 34,200. WU

Planning to succeed

Members of the editorial team at IDG's Philippine licensee, WS Computer Publishing Corp., gather around an unnamed muse (center, with vase) during their yearly planning session at the Island Cove resort in Cavite, south of Manila. The company publishes Channelworld Philippines, Click!, Computerworld Philippines, PC World Philippines and The Web Philippines. Computerworld launched in July 1990, making the Philippine operation one of IDG's oldest licensees.

ExecuTrain opens door to virtual classrooms

Last month ExecuTrain inked an agreement with Interactive Learning International Group to provide real-time, on-line training to customers and ExecuTrain employees.

An Atlanta-based business technology training firm of which IDG is a majority shareholder, ExecuTrain will be looking to integrate "multiple delivery training solutions for our clients while leveraging our core strengths in instructor quality and proven training outcomes," said CEO **Axel Leblois**.

ExecuTrain will use LearnLinc 3.0, Interactive Learning's on-line training system, to provide live, instructor-led training via the Internet, a corporate intranet or wide-area network. LearnLinc offers real-time classes through students' PCs, with the interactive elements -- Q&A, text chat, etc. -- provided by audio or video conferencing. LearnLinc provides hands-on software instruction by demonstrating functions and sharing applications with students.

ExecuTrain will also incorporate LearnLinc in its own internal training programs including its proprietary sales, management and product training.

"Since many of our clients are beginning to explore virtual classroom training, they are looking to ExecuTrain as their training partner to maintain instructional quality through this new delivery mode," said **Bill Byron Concevitch**, ExecuTrain's chief learning officer.

For more information, contact Concevitch at BillC@Executrain.com or 770-521-6274. WU

Morgan, Shlain earn industry recognition as rising stars

Morgan

Shlain

IDG.net President **Laurie Morgan** was selected this month as a "Woman to Watch" by *Advertising Age*. She was among the 21 women identified by the publication as having created unique marketing programs that have significantly contributed to the success of their companies.

Morgan, a six-year IDG veteran, developed and now manages the IDG.net Global Web Advertising Network, a pioneering online service that provides a central way for advertisers to effectively market their products across more than 240 IDG Web sites worldwide.

Tiffany Shlain, executive producer and creative director of The Webby Awards for the past three years, was profiled in the January 1999 *San Francisco* magazine feature, "60 Players Who Rule the Bay Area." At age 28, Shlain was the youngest person on the list. Noting she's been called "the digital diva," the article listed her "claim to fame" as: "Made nerdy programmers worldwide lust for a Webby Award and an opportunity to deliver a 17-syllable haiku acceptance speech."

The Webby Awards are produced by the IDG Conference Management Co. 1998 winners will be announced March 18. WU

Q and A executive

Jim Casella
IDG's chief operating officer is this week's columnist.

Questions for IDG Chairman **Pat McGovern**, President **Kelly Conlin** and COO **Jim Casella** may be sent to *IDG World Update* at world_update@idg.com. All questions will be forwarded anonymously.

In you new role focused primarily on U.S. operations, will you be giving up your bi-coastal lifestyle and working primarily out of the West Coast?

I have no plans to change my primary residence, which is in the San Francisco Bay Area, but I will continue to travel, as necessary, to all of our operations. I anticipate that over the next several months I will find myself on both coasts with our U.S. business units, as we work together to build our strategy for '00 and beyond. I will continue to be available to all of our international business unit heads by both phone and e-mail, as well. My colleagues on the executive committee will assist with some of my international travel. For example, I was planning on going to Tokyo in February, but now [IDG President] **Kelly Conlin** will be combining a trip to Macworld Expo/Tokyo with a visit to our business units there. I am planning on making the budget meetings for our international units that will be held in Shanghai and Milan in June.

We are very fortunate that our international units are having another outstanding year, which is allowing us to focus our attention and resources on the challenges we face in the U.S. market. I am very confident that by working closely with our U.S. business unit leaders and their excellent teams that we will begin to see a turnaround in the operating results much sooner than our major competitors at Ziff-Davis and CMP. We are in the process of putting plans in place that will allow us to be much more effective in "going to market" with our major customers as well as finding significant efficiencies that will benefit us over the next several years. We continue to have the leading publication or conference in each of the market segments we compete in and will build our growth during this period around strong brand extensions. I was at Demo 99 last week in Palm Springs, Calif., and once again was impressed with the enthusiasm that the attendees had for **Chris Shipley**'s production. Her expertise in identifying new products and trends is what attracts this audience each year. After nine years, she, **Lia Lorenzano**, and their colleagues at IDG Conference Management Co. are now going to extend this franchise to DemoMobile 99 this spring and Demo Europe in the fall. I anticipate that we will see many more successful brand extensions by our U.S. business units over the next year or two.

Joe Levy and the *CIO* team have used this strategy very effectively to outperform the market and realize outstanding growth, over the past three years. *CIO*'s Web Business section and its Enterprise section have had a tremendous reception from both readers and advertisers because they are built on the trust people have for the *CIO* brand. This model will allow us to once again build a growth record in the U.S. that will give us a strong foundation for expansion.

My manager has told us that the IDG Publishing Institute is not being held any more. I have heard it was a great program and had been hoping to attend one of these days. Will it be replaced by something?

Based on demand, [IDG Vice President, Corporate Human Resources] **Tom Mathews** and [IDG Training and Development Manager] **Julie Lynch** determined that we would offer the IDG Publishing Institute once every 24 months as opposed to each year. Therefore, it will be offered again in March of '00, and you can be nominated by your manager to attend. We continue to offer two U.S. Publishing Institutes and the next one will be in March. This program is very popular and there is great demand from our business units to expand the availability of this offering. We will also be offering this year, for the first time, a China Publishing Institute. Tom Mathews and **Hugo Shong** [managing director, IDG Asia Business Development] and their respective teams are working on the curriculum. IDG remains committed to investing in our employees, who are our major asset, through training programs. We will continue to evaluate and refine these programs to make certain that they meet the needs of our business units.

You recently returned from the regular winter meetings in Europe. What is the market like in Europe these days?

The overall European IT market remains very strong and IDG continues to increase both our operating profits, on a quarter-over-quarter basis, as well as our overall market share in Europe vs. VNU, which is our largest competitor. We are starting to see some signs of the market slowing in certain countries, for example Norway, based on local economic conditions. We are also starting to see more of the recruitment budgets that have fueled the growth of our *Computerworld* product line move online and have responded with an initiative titled JobUniverse.com.

Our two largest operations based on operating profits, Germany and Sweden, continue to post record growth, and I believe that we will have another outstanding year in 1999 for our European operations.

Getting started in online recruitment

What business units do

Any business unit interested in participating in JobUniverse needs to do the following:

- Register the URL www.jobuniverse.<suffix>.
- Contact **Frank Quinn** at frank_quinn@idg.com.
- Arrange to send a technical person to Dublin for two days to translate and localize the interface (not necessary with English-language sites, e-mail works fine).
- Appoint a "champion" in the business unit.
- Commit to at least one dedicated administrative person and one sales person to evangelize to clients.
- Work with the Dublin team to iron out any wrinkles in translation or interface.
- Agree to reasonable promotion of the JobUniverse gateway site in print and online media.

As well as managing job listings remotely by password-controlled access, IDG clients control their banner ads via DoubleClick, the approved IDG standard for banner rotation. The system provides response and access reports.

What the JobUniverse team does

- Localize the interface to the "look and feel" of a business unit's main site.
- Handle all the technology issues: database, backup, etc.
- Supply the bandwidth.
- Supply reports detailing such things as: How many people visited a business unit's site? How many people responded to job listings and for which clients? How are a client's banners performing? How many users have signed up for JobAlerts and how many are delivered each night?
- Scale the system to meet demand.

Job Universe

continued from page 1

for a job in Europe can now find a single point of access, with English searching, for various European job sites. By responding to a listing from France (which originally appeared on the French site) the job seeker is driving incremental response to IDG's French client. Without JobUniverse, this person would have to bounce in and out of several European sites, in different languages, and would not intuitively know which ones are best in each country."

To manage the JobUniverse product, IDG has set up a wholly owned Dublin-based business unit that is managed by Quinn and will operate as a service organization facilitating online recruitment at IDG by licensing the core technology in which IDG has invested. "The cost savings to IDG are significant," Quinn noted, "since IDG is building this centrally without duplication of programming cost. Individual business units do not need to invest in expensive database licenses and programmers or servers and bandwith," he pointed out.

The typical setup cost to localize the interface is US$8,000, Quinn said, noting that there are negotiable additions based on the degree of customization. In addition, each participating business unit will pay a monthly license fee of between $1,000 and $4,000, based on its annual revenues.

For business units that already have an online recruitment site in place and wish to integrate that data into the JobUniverse site, the cost will be lower and based on setup time required to match database formats.

Quinn noted that the JobUniverse team is also working to integrate another important service. "Given that many large corporations already host job openings on their corporate sites, we want to provide the capability to go to a client's Web site and map large batches of jobs from the site into the JobUniverse format, eliminating the need to re-key or cut-and-paste data."

JobUniverse users perform an initial search in English based on a region or country, keyword and job type (permanent or contract). In return they will receive summary data in English that includes job titles, key skills required, employer name and location. At this point users may drill down for more detailed information in the originating language. Users responding to job listings may attach a resume (these are not stored on the JobUniverse site) and will be notified upon the successful delivery of their application and offered a link back to the originating site where more detailed in-country searching may be performed. In addition, users may choose to set up a JobAlert that will automatically notify them via e-mail of any new listings that match their qualifications.

The programming team at Technology Software Services, contracted by ComputerScope to handle JobUniverse, consists of (L-R) Chris Dunne, Laoise Murphy, David McCarthy, Catherine O'Sullivan, Keith Brown, Brendan Stewart and Ray Richardson.

Quinn noted that JobUniverse differs from competitors such as Monster Board and HotJobs in a significant way. "Those sites are U.S. sites with overseas ambitions," he said. "They're built from the top down and contain limited international options. JobUniverse.com by contrast, is a supersite representing a network of individual country sites, each of which is just as important in its local market as the supersite is in a global sense. Each site, because it is run locally, is likely to have richer data than big U.S. sites with 'international' in their navigation."

For more information on JobUniverse.com, contact Frank Quinn at frank_quinn@idg.com. WU

Job Opportunities - February22, 1999

Senior Regional Sales Manager (CHSG, Channel Services Group)
Responsible for prospecting, maintaining and increasing sale of ad pages and share-of-market advertising space for Solutions Integrator in both our print and "electric" editions within the mid-Atlantic or eastern territory. Must develop a thorough understanding of the channel market and Solution Integrator's position and value in that market. Responsibilities also include managing a Sales Associate. Requires minimum five years in computer publication ad sales. *Location: East Coast*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

Graphic Designer (CIO)
CIO Communications is looking for a Graphic Designer. Responsibilities include directing magazine layout, graphics, illustrations and photographs for CIO's publications. The ideal candidate will possess 1-3 years of design experience in an editorial environment. Candidates should have a strong editorial design portfolio, a degree in graphic design, QuarkXPress proficiency, and experience working with photographers and illustrators and a firm understanding of typography and 4-color production in a Mac environment. *Location: Framingham, MA*
Contact: A.Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Project Manager (CIO)
In this position you will be responsible for managing client relations, production, operations and administration of custom publications for CIO Communications to ensure the successful implementation of customers' projects. Strong organizational, communication, proofreading and copyediting skills are required. The ideal candidate should have 3-5 years of experience in custom publishing, in an advertising agency, editorial or production. *Location: Framingham, MA*
Contact: A.Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Executive Assistant (CW)
Computerworld is seeking an Executive Assistant to provide support to the Publisher. Key responsibilities include general administrative support, including scheduling and travel arrangements; assisting with in-house and off-site meetings; special projects, client events; preparation of sales materials. The successful candidate will have 5 - 10 years of business experience and demonstrate the following qualities: professional maturity, an ability to maintain the confidentiality of sensitive issues, the flexibility to remain calm and handle multiple projects in a fast-paced environment, and the knowledge to direct Computerworld staff and clients to the appropriate resources. Requires knowledge of Microsoft office applications and Lotus Notes and Organizer. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@computerworld.com

Vice President/Chief Technology Analyst, End User Business (IDC)
IDC is seeking a dynamic IT visionary/guru to expand IDC's end-user advisory business with Fortune 1000 companies. The ideal candidate will have a minimum of ten years of experience in a high visibility IT research or consultancy role. This individual will have experience deploying technology to achieve business solutions and must be a strategic thinker. Individual will have many contacts and ability to network with high-level IT decision-makers. This individual also will lead development of IDC's end user research. Ability to write thought provoking, leading edge research on strategic IS issues is a plus. In addition, the candidate will speak regularly at major conferences and trades shows as well as establish a high profile in print and broadcast media. Flawless presentation skills required. The successful candidate will be a dynamic leader able to champion a research business with aggressive sales goals. *Location: Framingham, MA*
Contact: S. Brown, Fax: 617-935-4600, Phone: 617-935-4099, Email: susan_brown@idg.com

Human Resources Representative (IDC)
International Data Corporation is looking for a Human Resources Representative with 3-5 years of HR experience. Candidate will work as a human resources generalist answering day-to-day questions regarding benefits, compensation and payroll issues. This position will support our Mountain View and Irvine, CA offices. To qualify candidate must be an experienced recruiter who is able to develop staffing strategies and recruiting plans. Position also requires past experience handling employee relations issues. This position will be responsible for organizing various training programs and orientation. Candidate must be a seasoned HR professional who is polished, dependable, organized, has a keen attention to details, as well as the ability to manage multiple projects. Position will require travel to regional offices. *Location: Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: aport@idc.com

Senior Analyst (IDC)
IDC is seeking a senior analyst responsible for identifying emerging opportunities for service firms to profitably grow their consulting and integration services through monitoring the impact of new information system investments on corporation's business processes. Creating in-depth profiles of leading firms means this senior analyst will identify best-of-breed firms. Frequent contact with the press, wall street firms and senior industry services executives means the successful candidate will assume a high-profile position and possess excellent writing and quantitative skills. MBA graduate in finance or marketing is essential with 5 to 10 years industry experience. *Location: Framingham, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Web Development Engineer (IDC)
This is a software engineering position in the Interactive Products and Services group. It involves maintenance of existing products in the Internet/Intranet space as well as research and development of new products or product enhancements. This position will be a member of the development, quality assurance and customer support teams. Job responsibilities will include developing best practice web enabled software and responding to internal and external customer requests. The ideal candidate will have a BS degree, and will be skilled in Object Oriented programming, especially any of the following: JAVA, C++, MS Visual Basic, LotusScript Direct experience with Notes/Domino is preferred, and experience with Microsoft ASP and/or JAVA servlets is valuable. Experience with HTML page layout (must be able to code embedded JavaScript in HTML files). Experience with features and differences of Microsoft and Netscape Web browsers. Familiarity with TCP/IP networking and simple TCP/IP applications including: SMTP, DNS, HTTP and FTP. Direct customer support experience is preferred. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Receptionist (IDG Central Services)
Seeking an experienced, highly professional full time receptionist for a busy 24 line PBX switchboard. Responsibilities for this ideal candidate will include directing calls, greeting guests, processing incoming and outgoing faxes and handling courier package duties. Candidate must be extremely professional, organized, punctual, and possess excellent communication and interpersonal skills. Minimum of one year of receptionist experience in an office setting along with excellent verbal and written communication skills. *Location: San Francisco, CA*
Contact: S. Lynn, Fax: (415) 974-7474, Phone: (415) 978-3337, Email: sheila_lynn@publish.com

Executive Assistant to CEO (IS)
The Industry Standard is seeking a highly motivated and detail-oriented team player to provide administrative support for Office of the President. This is a take charge, busy, and visible position with a lot of room for growth. Responsibilities include maintaining contact database, scheduling meetings, tracking expenses and expense reports, coordinating with corporate headquarters, preparing PowerPoint presentations, research and analysis in various subject areas, compiling and preparing reports and/or spreadsheets, and helping organize company functions/meetings. The ideal candidate will have excellent administrative and interpersonal skills, strong computer skills in various applications: word processing, database, spreadsheet, etc., the ability to work independently or within groups, and able to handle multiple tasks simultaneously while producing high-quality, high-quantity work. The candidate should also be extremely organized, flexible, proactive and persistent in follow up. The position will report directly to the Executive Publishing Associate. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Sales Assistant (Mac Pub)
The candidate for this position will be a highly motivated and self-directed team player who will provide administrative support for a team of Ad Sales professionals. This position is ideal for anyone who has a strong desire and potential to learn about ad sales in the publishing industry. Applicants must have a minimum of 2 years office experience, preferably in a sales environment, able to exercise a high level of professionalism, is self-sufficient with excellent verbal and written communication skills, and able to juggle multiple priorities and meet deadlines. Macintosh proficiency (MS Word, Excel, and Filemaker Pro) a must. *Location: San Francisco, CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

Ad Director (Web Publishing)
Web Publishing Inc, publishers of four technical online-only publications, is seeking an on-line advertising Sales Director. The ideal candidate will be an experienced ad sales manager with on-line sales experience. The Ad Director will be results oriented and expected to strategically and tactically manage the sales efforts of a growing team of on-line ad sales reps. The candidate will be experienced in analyzing territories, setting performance benchmarks, and actively working with the sales team to reach those benchmarks. *Location: San Francisco, CA*
Contact: S. Drace, Fax: 415 267-4570, Phone: 415 267-4527, Email: drace@wpi.com

BU	Category	Title	Location	Contact	Phone#	Fax#
CHSG	Admin	Administrative Assistant	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CHSG	Finance	Financial Analyst	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
CHSG, Channel Services Group	Ad Sales	Senior Regional Sales Manager	East Coast	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham, MA	A.Jones	P: 508-935-4315	F: 508-935-4600
CIO	Bus Dev	Web Program Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Cutstom Publishing	Project Manager	Framingham, MA	A.Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Exec Progs	Meeting Planning Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Systems	User Services Specialist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
Comp Curr	Edit	Senior Editor	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Edit	Senior Editor	San Mateo, CA (preferred) or Framingham, MA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Edit	Senior Writer	Framingham, MA or San Mateo CA	M. Maynard	P: 508-820-8162	F: 508-879-3760
CW	On-Line	On-line Researcher	Framingham, MA	M. Maynard	P: 508/820-8162	F: 508/879-3760
CW	On-Line	On-Line Services Manager	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	online edit	On-line Editor	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Publisher's Office	Exective Assistant	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Advertising Director, Computerworld Careers	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Western Regional Director of Computerworld Enterprise	Framingham,Ma or San Mateo, CA	M. Maynard	P: 508-820-8162	F: 508-879-3760
Executrain	Mktg	Database Marketing Manager	Alpharetta, GA	C. Scott	P: N/A	F: 770-521-6289
FCW	Ad Sales	District Sales Manager	Falls Church, VA or New York area	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Sales	Telemarketer	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Testing	Technical Analyst	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Group Operations Coordinator - Communications Research	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Admin	Office Services Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Edit	Datachecker/Proofreader	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC	HR	Human Resource Assistant	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	HR	Human Resources Representative	Mountain View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Intern	Intern, Peripherals	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Graphic Design Manager	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Group Marketing Manager, Consulting	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Operations	Director, Publishing Services and Technologies	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Operations	Mailroom Clerk, part-time	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC	Prod	Part- time Consulting Production Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Consulting Production Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Engineer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Specialist/Copy Editor, Latin America	Miami, FL	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Associate Research Analyst, Global Research Services	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Inquiry Analyst	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Manager, Investment Research Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Analyst, Consumer Devices	Mountain View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Analyst, Global Research Services	Mountain View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Research Analyst, IRS/CIA	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Analyst, Latin America Printer Quarterly	Mountain View, CA or Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Research Analyst, Semiconductors	Mt. View, CA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Director, Commercial Systems &Server	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, Intranet Strategies	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Manager/Director Java Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager/Director Life Cycle Analysis/TCO, Asset Management Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Manager/Director of Internet Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Interactive Training Services	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Leadership Competitive Strategies	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Network & Desktop Outsourcing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Outsourcing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Residential Telecom Services	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Sales	Client Service Representative, Strategic Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sales Operations Coordinator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Telesales Representative	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Application Development Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	PC Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Exec	Vice President/Cheif Technology Analyst, End User Business	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Systems	Web Development Engineer	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC Australia	Rsch	Research Analyst, IT Services, IDC Australia	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Dubia	Rsch	Research Analyst, IDC Dubai	Dubia, UAE, Middle East	S. Dabral	P: 971-4-362-200	F: 971-4-374-122
IDC France	Rsch	Consulting Manager, IDC France	Paris, France	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Sales	Sales Manager, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, European Vertical Markets, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Nordic	Rsch	Research Director, European Internet Market, IDC Nordic	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDG	Admin	Check Processor	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Admin	PT Receptionist	Irvine, CA	J. Stevens	P: 714-442-4032	F: 714-250-4881
IDG	Exec	Director, Recruitment Programs	East or West Coast	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	HR	Benefits Administrator	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	HR	HR Assistant	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IDG	HR	HR & Payroll Administrator	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	HR	HR & Payroll Administrator - Temporary	Framingham, MA	D. Sobin	P: 508-935-4410	F: 508-935-4600
IDG	HR	Senior Human Resources Representative	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
IDG	Systems	Business Systems Analyst	San Francisco, CA and San Mateo, CA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	Tax	Senior Tax Accountant	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Central Services	Admin	Receptionist	San Francisco, CA	S. Lynn	P: (415) 978-3337	F: (415) 974-7474
IDG Games Media Group	Sales	Regional Sales Manager	New York	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG News Service	Edit	Asia-Pacific Copy Editor	Tokyo	R. Garretson	P: 617-303-7821	F: 617-423-0240
IDG News Service	Edit	Editorial Assistant	Boston, MA	E. Heichler	P: 617-423-0404	F: 617-423-0240
IDG News Service	Edit	West Coast U.S. Correspondent,	San Francisco, CA	R. Garretson	P: 617-303-7821	F: 617-423-0240
IDG.net	Sales	Online Advertising Account Manager(2 openings)	San Francisco CA & Framingham, MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Systems	Senior Web Systems Programmer	San Francisco, CA	W. Kessler	P: 415-267-4536	F: 415-267-4558
IDG/B	Admin	Administrative Assistant	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Administrative Assistant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Administrative Assistant- IS Dept	Foster City, CA	C.Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Edit	Associate Acquisitions Editor	Chicago, IL	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Copy Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Development Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Executive Editor	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Manager of Development, Networking	Foster City, CA	C.Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Edit	New Product Development Editor (3 openings)	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	Cash & Claims Analyst (2 openings)	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Legal	Licensing Coordinator	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Publishing Counsel	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Copy Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Copy Services Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Product Marketing Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-line	Online Publicist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Operations	Computer Operator	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Operations	Inventory Control Manager	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Operations	Purchasing Agent	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	PR	Public Relations Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	On-line Preprocessing Technician	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Prod	Production Director	Indianapolis, IN	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Sales	Account Coordinator - Int'l Sales	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Account Coordinator (4 openings)	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240

IDG/B	Sales	Account Manager (3 openings)	Various locations	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Special Sales Account Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Special Sales Account Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Territory Representative	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	IS Manager, OASIS	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	IS Manager, OASIS	Indianapolis, IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Programmer Analyst	Indianapolis, IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Programmer/Analyst	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	System Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Technical Support Representative	Indianapolis, IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Tech	Tech Support Manger	Foster City, CA	C.Yam	P: 650-655-5013	F: 650-655-3206
IDG/CMC	Conf	Director, Managed Conference Division	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG/CMC	Conf	Sr. Conference Manager	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG/CMC	Sales	Sales Administrator/Jr Account Executive	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
IFW	Facil	Receptionist, P/T	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0688
IFW	Mktg	Events/Tradeshow Manager	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0688
IFW	R&T	Section Editor	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0688
IFW	R&T	Technology Analyst - Networking & Telecom Team	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0688
IFW	R&T	Technology Analyst, Enterprise Computing Team	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0688
IFW	Sales	Account Manager- InfoMarket	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0688
IFW	Sales	Account Manager - Recruitment Advertising (3 Positions)	East Coast and West Coast	C. Neumann	P: 650-312-0631	F: 650-312-0688
IFW	Sales	Regional Sales Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0688
IFW	Sales	Regional Sales Manager	Atlanta, GA	D. Vieraitis	P: 650-312-0566	F: 650-312-0688
IFW	Sales	Sales Administration Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0688
IFW	Sales	Sales Associate	Irvine, CA	C. Neumann	P: 650-312-0631	F: 650-312-0688
IFW	Sales	Sales Associate (2 Positions)	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0688
IMS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IMS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IMS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IS	Admin	Executive Assistant to CEO	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Bus Dev	Business Development Manager	San Francisco, CA	J. Walowski	P: 415-733-5482	F: N/A
IS	Edit	Executive News Editor	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Marketing	Marketing Communications Specialist	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Prod	Publisher of Directories	open	S. Murphy	P: 415-978-3276	F: 415-267-1742
Mac Pub	Edit	Assistant Editor	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Sales	Sales Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
NW	Ad Sales	District Sales Manager	West Coast	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Operations	Sales Operations Manager	Santa Clara, CA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	West Coast, Santa Clara, CA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Operations Analyst, Network World Fusion	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
PCW	Ad Sales	Account Manager	Irvine or Los Angeles, CA	B. Hanck or J. Clarke	P: 310-312-8008	F: 310-312-8048
PCW	Circulation	Customer Service Specialist	San Francisco, CA	S. Weisbach	P: 415-978-3307	F: 415-442-1891
PCW	Edit	Editorial Researcher	San Francisco, CA	A. Kandra	P: 415-267-1750	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, Ca.	A. Epler	P: 415-978-3282	F: 415-442-1891
PCW	Prod	Advertising Traffic Coordinator	San Francsico, CA	N. Maudsley	P: 415/978-3310	F: 415/974-7402
PCW	Prod	Production Manager	San Francisco, CA	L. Manes-Goodwin	P: 415-978-3315	F: 415-974-7402
PCW	Rsch	Vice President, Research	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Systems	Information Systems Specialist	San Francisco, CA	N. Noble	P: 415-978-3361	F: 415- 974-7491
PCW Online	Prod	Advertising Production Coordinator	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-978-2291
PCW OSG	Art/Design	Online Designer	San Francisco, Ca.	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Art/Design	Online Designer, Editorial	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Circ	Audience Development Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
PCW OSG	Circ	Customer Service Representative	San Francisco, CA	M. Green	P: 415-975-2680	F: 415-974-7491
PCW OSG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW OSG	Edit	Staff Editor, IDG Games.net	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
PCW OSG	Prod	Ad Production Coordinator	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
PCW OSG	Product Development	Director of Information Services	San Francisco, Ca.	A. Block	P: 415-975-2640	F: 415-442-1891
PCW OSG	Product Development	Producer, TipWorld (1)	San Francisco, CA..	D. Fox	P: 415-267-1773	F: 415-974-7491
Publish	Circ	Circulation Manager/Director	San Francisco, CA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
Publish	Edit	Assistant Editor	San Francisco, CA	M. Naman	P: N/A	F: 415-975-2613
Publish	Editorial	Copy Editor	San Francisco, CA	M. Naman	P: N/A	F: 415-975-2613
Publish	Prod	Production Coordinator	San Francisco, CA	A. Merkelson	P: 415-978-3313	F: 415-495-2354
Web Publishing	Ad Sales	Ad Director	San Francisco, CA	S. Drace	P: 415 267-4527	F: 415 267-4570
Web Publishing	Admin	Business Operations Assistant	San Francisco, CA	B. McDonald	P: 415-978-3395	F: 415-267-1732
Web Publishing	Edit	Associate Editor JavaWorld	San Francisco, CA	M. O'Connell	P: 415-267-1710	F: 415-267-1732
Web Publishing	Edit	Editor, LinuxWorld	San Francisco, CA	R. McMillan	P: N/A	F: 415-267-1732
Web Publishing	Edit	Newsletter Manager	San Francisco, CA	M. McCarthy	P: 415--267-1727	F: 415-267-1732
Web Publishing	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA or possible East Coast	E. Ramirez	P: 415-974-7443	F: 415-267-4570
WEC	Bus Dev	Director, Business Development	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Conf	Show Director	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Confer	Conference Coordinator	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Sales	Sales Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC, World Expo Corporation	Operations	Operations Manager	Framingham, MA	J. Aten	P: 508/935-4480	F: 508/935-4600

The JobFinder team in Ireland who worked on building JobUniverse: (front l-r): ***Ronan Waide***, ***Vanessa Lobban***, ***Joe Maloney***. *(Standing l-r):* ***Gerry O'Mahony***, ***Paul Healy***, ***Gerard Kennedy***, *(unidentified wooden statue),* ***Andrew Lovatt***, ***Frank Quinn*** *and* ***Deirdre Ryan***.

Web purchasing statistics

By 2001:

- There will be more than 300 million devices accessing the Web.
- The percentage of U.S. users buying on the Web will grow from 33% to 40%.
- Transaction revenues will skyrocket to more than $220 billion.

32% of all U.S. Web purchasing is computer-related, compared with 24% for travel-related and 19% entertainment-related.

Source: IDC Internet Market Model, Version 4

WebShopper

continued from page 1

www.webshopper.com, it provides current, comprehensive buying information, from news to reviews, from a variety of IDG publications including *PC World*, *Macworld*, *Publish* and others.

"It's a one-stop buying-advice and computer-shopping site," Eisner said. "The big advantage of it is that it's easy, enjoyable and convenient. You can come to WebShopper and read lots of articles about products and buying advice on features to look for; you can compare products side by side. The customer feels comfortable in making an informed buying decision right on the site. Our prices are competitive, too."

WebShopper works with two reseller partners, MicroWarehouse and NEXC. WebShopper takes the sale and passes it along to the reseller, which does all the credit-card validation, fulfillment, handles returns and tech support. "In return," Eisner said, "they give us a sliding-scale commission -- the more we sell, the higher commission we see on gross sales."

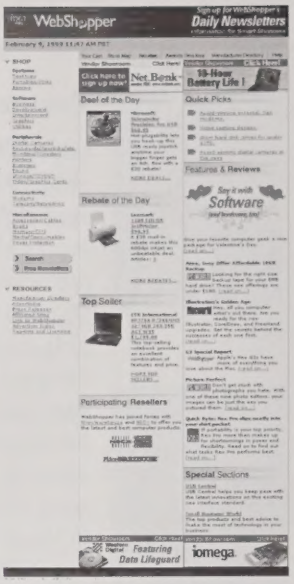
WebShopper is nearing 1 million page views a month, a number that is growing. "We also see about 15-20% in repeat buyers," Eisner said.

Eisner said he believes the last two months' sales have been so strong because WebShopper's circulation department has been doing such a good job of getting the message out. "Director of Operations **Bruce McCurdy** has really made a science out of driving traffic and seems to be attracting the right kind of visitor who sticks around to read the articles and then goes on to buy products. We're also getting good traffic from IDG.net and other IDG Web sites."

McCurdy said that WebShopper drives traffic to its site through a variety of means, noting that a key component is the electronic 'push' newsletters Webshopper delivers to subscribers five days a week. The newsletters cover the computer industry from a variety of angles, including The Daily Winner (award-winning products), Small Business Advice, Hardware Deal of the Day, Hot Products, Software Update, Computer Industry News and What's New.

"We also have relationships with community sites such as the Fortune City sites," McCurdy said. "WebShopper advertises in literally thousands of Web sites around the world utilizing a variety of paid advertising networks."

"We're a very attractive site for our advertisers," Eisner continued. "Our visitors are predisposed to buy products. A very high percentage are going to buy that day or that month. Our visitors are already 'in the store,' and the advertisers merely have to direct them to the right shelf in the store." WebShopper counts Compaq, Hewlett-Packard and Kodak among its advertisers. The sales department is looking for further ways to grow ad revenue, including working with IDG's Global Web Advertising Net and other IDG sales groups.



Eisner noted that WebShopper's advantage over other shopping sites, such as Ziff-Davis' Computershopper and C|Net's Computers.com, is that it has the data that enables people who were just browsers to be knowlegeable purchasers. "We have developed a sophisticated engine that allows us to match products in our catalog to articles in our database, which makes it a very powerful tool for people researching products or making buying decisions."

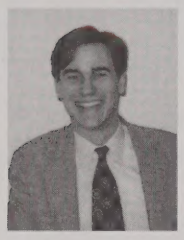
Eisner said he would like IDG employees to think of WebShopper as "their company store" and encouraged them to buy products for their personal use or their business unit from WebShopper. "The commission we make on products we sell contributes to profits of IDG. It's indirectly an IDG buying club," he said.

The WebShopper staff is looking at ways of making it more attractive for IDG employees to shop there by offering contests, group discounts and perhaps incentives for any business unit that orders a significant quantity of products through WebShopper.

Mark Crafts, advertising director for IDG.net, is an avid WebShopper shopper, having bought a number of products from modem cards to an HP printer to several software packages. "I'm closing in on four figures -- before the decimal point," he said. "It's as easy as buying CDs online in terms of the way they report product availability, take your credit card number and deliver the product the next day. I'm a big believer in online, and these guys are doing it right at WebShopper."

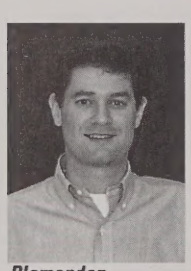
For more information, contact Andrew Eisner at andrew_eisner@webshopper.com. WU

noteworthy people



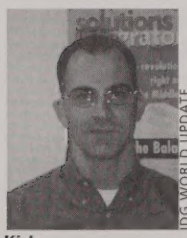
Piper

Pedrin



Plamondon

Barnette



Kirk

Hopgood

Promotions

InfoWorld Director of Business Development **Shannon Dolan** has been promoted to vice president/director of customer events. Shannon will be responsible for Impact Marketing, InfoMarket and the first-ever reader conference to be held this fall. She is also working on a "Cool Company, Hot Products" event in March and a possible "Great Minds, Brilliant Women" event later this year. "Shannon's success clearly demonstrates her leadership abilities and commitment to the publication. I'm excited to promote her to this new position," said **Stephen Moylan**, president and CEO of InfoWorld.

InfoWorld Enterprise Careers Advertising Director **Janis Crowley** moves up to associate publisher/Enterprise Careers and of the new, quarterly supplement targeted at women in technology, which will be published jointly with Women In Technology International. "Janis been instrumental creating and launching our recruitment advertising section," said Stephen Moylan, president and CEO of InfoWorld. "This proven success, as well as Janis' energy and intellect, make her an ideal candidate to launch this exciting new publication. Janis and her team have done a fabulous job launching and growing the recruitment section in *InfoWorld*. They have jumped from $0 per year in FY96 to $500,000 in FY97, to $3.0 million in FY98 and now on their way to $5 million in FY99."

Network World Copy Editor **Melissa Reyen** has been promoted to senior copy editor for the Signature Series of special issues. "Melissa has been an integral part of our team of writers, editors and designers that has been working steadily to make this series a success," said Managing Editor **Charlie Spektor**. "Right alongside her journalistic contributions to the series has been her general enthusiasm to plunge right into the work to ensure its success."

New employees

Online Account Manager **James Piper** comes to IDG.net from *Red Herring* magazine where he was a sales account manager. He earned a B.A. in telecommunications and film from the University of Alabama. Outside the office he participates in triathlons and mountain bikes.

Previously an investor relations coordinator with Broderbund Software, **Sherry Pedrin** is now a marketing specialist with IDG Games Media Group. She holds a communications B.A. from the University of California/Santa Barbara and enjoys hiking, traveling and photography.

Scott Plamondon has joined *JavaWorld* as an associate editor. He was most recently the content editor at Information Access Company, a personal finance Web site. Scott studied natural resources at the University of Michigan and enjoys investing and reading in his spare time.

Senior Sales Manager **Brandi Barnette** comes to *Solutions Integrator* from *Internet World* where she was a regional sales manager. She earned a B.A. from San Jose State University with a major in advertising and a minor in business.

Previously a Western regional sales manager with Fawcette Technical Publications, **Kevin Kirk** is *Solutions Integrator*'s newest senior regional manager. He has a B.A. in communications from William Paterson University in Wayne, N.J., and enjoys skiing and traveling.

Kathy Vickers joins IDC as a client service representative, coming from Quebecor Media, where she worked as in customer service and sales administration. She earned an associate's degree in secretarial arts from Katharine Gibbs.

Working in Strategic Accounts, **John Gordon** is also a new IDC client service representative. He was previously a supervisor with Kelley & Ryan Associates, Inc. He holds a B.S. in marketing from Bryant College in Smithfield, R.I.

Timothy Dufault is IDC's third new client service representative. He earned a B.A. in communications from the University of Massachusetts/Amherst. In his spare time, he enjoys hockey, home brewing and mountain biking. He was recently published in *Mountainbike* magazine.

David Hauser joins IDC as a manager, Custom Information Access, coming from Marketing Decisions, Inc., where he was an account manager. He holds a B.A in history and economics from the University of California/San Diego and an M.B.A. from Boston College. He relieves stress with basketball, hiking and golf.

IDG Marketing Services/Europe, Middle East and Asia has signed **Matt Hopgood** as senior manager for international sales. Matt was most recently brand and communications manager for the tech specialist ad agency Publicis Technology. He received his B.A. in architecture from DeMontfort University in Leicester, England and is studying for a master's in advanced information technology at South-Bank University in London. Matt is happy to be still employed at IDG, since within days of being hired he trounced an IMS vice president at go-karting and mistakenly walked off with IMS President **Jeff Meers**' dinner jacket at the office Christmas party. Tinkering with HTML and playing football otherwise occupy his spare time.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

service

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

35
Pat McGovern *IDG*

22
Diane Martin *CIO*

12
Jack McDonough *Network World*

9
Shirley French *InfoWorld*
Kelly Crowley *Macworld U.K.*
Patricia Smith *IDG World Update*

8
Dan Tynan *PC World*
Christine Gibney *Network World*
Bill Reinstein *Network World*

6
Mike Mutrie *Computerworld*
Joan Kelliher *IDG*

5
Miyuki Chiba *IDG Japan*

4
Mark Hobson *IDG Australia*
Elaine Cummings *CIO*
Julie Boudreau *IDG*

3
Jennifer Wendt *IDG France*
Ted Bowen *InfoWorld*
Lori Mitchell *InfoWorld*
Elissa Rabellino *Mac Publishing*
Seta Frantz *IDG Books*
Katharine Dvorak *IDG Books*
Andreas Schueller *IDG Books*
Philip Wong *IDG Books*
Ana Gonzalez *IDG Spain*

2
Kat Auch *IDG Games Media Group*
Mette Rendtorff *IDG Denmark*
Grace Aquino *PC World*
Jill Corral *IDG.net*
Caius Van Nouhuys *The Industry Standard*
Mark Foster *PC Advisor*
Dena Tom-Aboubzou *IDG*
Stephanie Roche *IDG World Expo*
Kristen McPhillips *IDG*
Gerald Tan *IDC Singapore*

1
Gabe Ramos *InfoWorld*
Judy Apostol *PC World*
Jennifer Jordan *IMS*
Jessica Semmel *IMS*
Victoria Beltrano *The Industry Standard*
Marcy Assalone *IDG Books*
Cheryl Frye *IDG Books*
Kelly Keefer *IDG Books*
Jennifer Humphreville Fusilero *IDG Books*
Jessica Sepe *CIO*
Beth Senges *IDG*
Kerri Johnson *IDG*
Robin Giang *IDC Hong Kong*
Lorenza Guidotti *IDG Italy*

Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

U.S. employees eligible for 30% discount on IDG Books titles

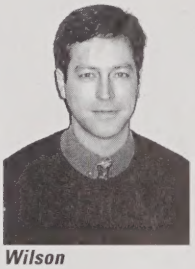
IDG employees are eligible for a 30% discount off the cover price of any IDG Books title purchased directly through IDG Books Worldwide. The freight charges in the U.S. are $4.50 for the first book with no additional freight charge for other books purchased on the same order. The promotion code to reference to receive the discount is 700991.

Orders may be phoned in to 800-762-2974; the lines are open from 8:00 a.m. to 8:00 p.m. Eastern Standard Time. Visa, MasterCard and American Express credit card payments are accepted.

Orders may also be sent via e-mail to: orderservices@idgbooks.com. Or, order with a check or credit card information to:

IDG Books Worldwide
Order Services
7260 Shadeland Station
Suite 100
Indianapolis, IN 46256

IDC Canada analyst wins prestigious national writing prize


Wilson

Tim Wilson, manager of IDC Canada's Resourcing Strategies Program, was recently awarded the largest prize for unpublished writing in Canada -- the Canadian Literary Award. His entry, a memoir of a brother who died as a teenager, beat out more than 1,000 entries in the personal essay category, earning Wilson the $10,000 prize. His essay will be published in the April issue of *Saturday Night Magazine*.

Calling all photographers!

Once again *IDG World Update* is offering employees a chance to earn fame and a small fortune (how does $100 sound?) All you have to do is capture photographically the answer to the question, "IDG: Who are we?"

That's right, we're looking for a cover for the 1999 edition of the "IDG: Who are we" issue. Your photo might depict an entire department or a single individual. The subject(s) might be speaking at a conference, furiously typing away on a keyboard, discussing a layout, sitting in a meeting with a client or even competing in a football match. Up to four photographs will be selected to appear on the cover. Each photo selected for the cover will earn its photographer a $100 prize.

Photos may be color or black and white (although they will appear in black and white) and may be any size. You may submit as many photos as you like, but please note: PHOTOS WILL NOT BE RETURNED! Each photo should be accompanied by a short explanation of what is going on in the picture and why you believe it helps to explain who we are. Also please identify all individuals in your photo and be sure to include your own name, title, business unit and e-mail address.

All photos must be received by the *World Update* editors no later than March 15 in order to be considered for this contest. Photos not selected for the cover may appear inside the issue but will not earn a prize. Please send your entries to: *IDG World Update*, 31 Milk Street, Suite 210, Boston, MA 02109, USA.

Last year's cover of the "IDG: Who are we?"S issue was a bit bland, don't you think? Contribute a photo and you might be able to help spice up this year's edition--and win some cash!

for fun

contests

Where in the world are these buildings?

JON TEPPER

A. _____

Match each of the photos with the correct IDG office listed below. All correct entries will be entered into a random drawing, and three lucky IDG employees will win *IDG World Update* T-shirts. E-mail your guess, along with your name and business unit, to world_update@idg.com or fax it to 617-423-0712 by March 17. Good luck!

IDG Australia
PC Advisor (U.K.)
IDG Taiwan
IDC Scandinavia (Denmark)

IDG WORLD UPDATE

B. _____

IDG WORLD UPDATE

C. _____

MOLLY FURZER

D. _____

Two lucky IDGers selected to receive Webby tickets

Diana Scarbrough, associate site producer for IDG Books in Foster City, Calif., and **Mary Costulas**, production specialist for IDC Consulting in Framingham, Mass., were selected in a random drawing to receive tickets to The Webby Awards in San Francisco on March 18.

Thanks to all the IDG employees who entered the contest -- and remember, you can catch The Webby Awards Webcast on March 18 via http://www.webbyawards.com.

IDG **WorldUpdate**

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Publisher
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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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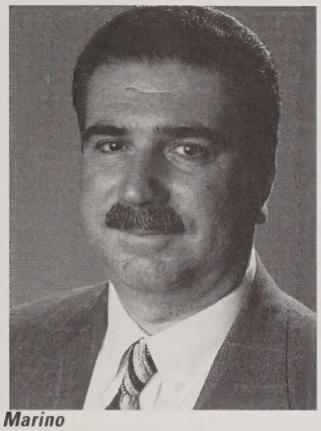
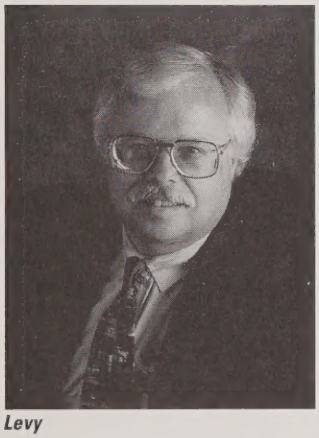
Levy, Marino tapped to head up IDG Global Solutions

New unit will build integrated, global marketing programs



Marino



Levy

IDG last week announced the promotion of **Richard Marino** and **Joe Levy** to the position of executive vice president of IDG, where they will lead the creation of a new unit focused on building global marketing solutions for high-tech companies using the broad array of IDG resources.

The move, alluded to earlier this year (New initiative aim to keep IDG competitive, *IDG World Update*, Feb. 1) will combine the company's existing IDG Marketing Services groups into a single, worldwide organization called IDG Global Solutions that will act as a "systems integrator" for technology vendors building integrated, global marketing programs across the extensive resources of IDG's publishing, research, online, event and training companies.

"As the only computer publishing company operating globally, IDG has a responsibility to ensure we provide the IT industry with effective and efficient ways to reach technology buyers anywhere in the world," said IDG President **Kelly Conlin**. "By creating IDG Global Solutions, we expect to further improve our customer service and industry leadership in building complete marketing programs that will serve customers at the headquarters, regional headquarters and local levels."

Marino, currently president and CEO of PC World Communications, and Levy, president and CEO of CIO Communications, will retain these positions as they take on corporate responsibility for building the IDG Global Solutions unit, as well as other initiatives focused on building IDG's global services.

Reporting directly to Marino will be the heads of the current IDG Marketing Services activities in the U.S., **Frank Cutitta** and **Bernie Theobald**. Marino will join the board of IDG Global Solutions, to which all of the group's worldwide offices will report.

Levy will also join the board of IDG Global Solutions and will provide leadership in building strategic relationships between IDG, its customers and other companies, all in the spirit of providing better solutions for customers and stronger growth for IDG.

The IDG Global Solutions board will comprise the

continued on page 5

IDG Books sponsors Y2K workshop for nonprofit groups

John Kilcullen, *CEO of IDG Books, addresses attendees while (l-r) K.C. Bourne, author of Year 2000 Solutions For Dummies; Dean Sims, author of How To 2000; Tom Battin, technology specialist, Support Center/Nonprofit Development Center; and Dr. Kathryn Heatley, executive director, OUTREACH, look on.*

Targeting a neglected sector of organizations grappling with issues related to the fast-approaching Year 2000, IDG Books put on its corporate good citizen hat in late January and sponsored a free Y2K panel discussion for executive directors and MIS specialists of Silicon Valley nonprofit groups. Some 230 people attended.

"Nonprofit organizations have very limited resources, and we are pleased to offer our expert authors to help increase awareness of and solutions to the Y2K problem," said **John Kilcullen**, CEO of IDG Books. "As nonprofits take over more services traditionally performed by government, any disruption in smooth operations can affect hundreds of thousands of people in Silicon Valley, often those least able to fend for themselves. One of IDGB's core mis-

continued on page 5

in brief newsworthy

IDG Books purchases share in new Southeast Asia distributor

Looking to broaden its English-language export reach in Southeast Asia, IDG Books has purchased a 25% stake in a new company called TransQuest Publishers, Pte, Ltd., as a way to better position itself in the region.

"Our international business is growing, but today over 87% of our sales are generated from the U.S. domestic market," said **Jim Doehrman**, IDG Books' chief financial officer. "Our business in Southeast Asia has been impacted by the economic issues in the region and [net revenues] are less than $5 million."

"This new venture is a great opportunity for us to expand our business in Southeast Asia," said IDG Books President **Steve Berkowitz**. "The key markets in the region -- Singapore, Hong Kong and Malaysia -- provide abundant opportunities for us to expand the presence and market share of our English-language publications."

TransQuest Managing Director and founder David Buckland was director of sales and marketing for the Singapore publishing unit of media conglomerate Pearson, where he also handled third-party publisher lines, including IDG Books. Following Pearson's recent acquisition of Simon & Schuster's reference and education divisions, Buckland started TransQuest with many of his former colleagues.

"The team that founded TransQuest is the same team that was selling our product in the region, and we value the people that work with us more than the company that they work for, so we were pleased to be able to invest in this company," Doehrman said. TransQuest has also inked sales, marketing and distribution deals with other technology publishers such as Miller-Freeman and Sybex.

According to Doehrman, the cost of selling and distributing books in Southeast Asia is very high, so there are cost efficiencies in working with a distributor that carries a higher volume of products and is able to distribute books to a wider audience. "This approach allows us to get as much product as possible in front of consumers, where our sell-through rates lead the industry."

Doehrman said that developing local-language editions was "lower on our priority list. Singapore, Malaysia and Hong Kong are strong markets for books in English and prefer these books. In other countries in the regions we continue to license translation rights." WU

Upcoming events

Singapore Linux Conference
March 5-7, Singapore
Contact: Rosalynn Chua
rosalynn@idgexpo.com.sg

IDC Directions
(IDC Annual Briefing Session)
March 9, Boston
Contact: IDC
Tel: +508-872-8200
http://www.idc.com (Events section)

Channel Focus
March 11-12, Phoenix, Ariz.
Contact: Amanda Lawatsch,
amanda_lawatsch@idgchsg.com

European Telecoms
March 15-16, Venice, Italy
Contact: IDC Italy
Tel: +011-390-228-457316
http://www.idc.com (Events section)

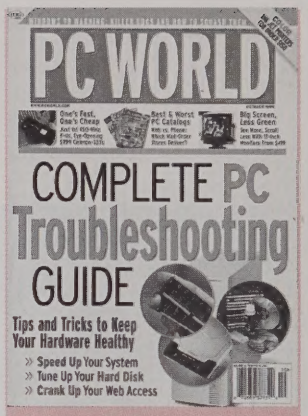
PC World first to top 1 million paid subscriber mark

Reaching a circulation goal that few special-interest magazines ever achieve, *PC World* has become the first monthly computer publication to reach one million paid subscribers. According to recent circulation numbers from the Audit Bureau of Circulations (ABC) Fas-Fax Report, for the six months ending Dec. 31, 1998, *PC World* saw an average of 1,000,453 paid subscribers per issue. *PC World* broke the one-million subscriber barrier with its October 1998 issue.

For the fourth consecutive ABC filing period, *PC World* delivered a 2% or greater bonus over its rate base, meaning it gave advertisers 2% more subscribers than promised. In the second half of 1998, *PC World* surpassed its rate base once again, providing advertisers with an average circulation bonus of more than 22,000 copies. It accomplished this without transfers of subscribers from other magazines.

"Throughout 1998, *PC World* performed well, both on the newsstand and with subscribers," said **Shawne Burke Pecar**, PCW vice president of circulation. "The October issue is an excellent example of its all-around circulation strength. Clearly, *PC World*'s award-winning editorial continues to appeal to readers in ever-greater numbers. We've got great editorial products, great art and great distribution work by my staff and all of our distributors."

In addition, *PC World* sold more copies per issue on the newsstand in 1998 than its nearest competitors, despite its premium cover price. WU



The October 1998 issue of PC World broke the one-million subscriber barrier making PCW the first computer monthly to reach that milestone.

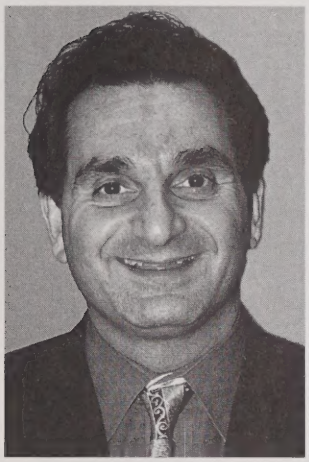
Average monthly single-copy sales for 1998
PC World vs. competitors

	Cover Price	Jan. — Dec. 1998*
PC World	**$5.99**	**154,802**
PC Computing	$4.99	152,862
PC Magazine	$3.99	144,051
Windows	$3.99	114,521

*Analysis by *PC World*, using the ABC Fas-Fax Reports ending June 30, 1998, and December 31, 1998.

Q and A executive

Charlie Greco
The president of IDG World Expo is this week's columnist.



IDG WORLD UPDATE

IDG World Expo at-a-glance

Employees 25 employees (U.S.only)

Products
- LinuxWorld
  San Jose, CA, March 1999
  San Jose, CA, August 1999
  Washington, D.C.
  January 2000
- Internet Commerce Expo
  Boston, March 1999
  San Francisco, October 1999

Recent accomplishment
Successful launch of LinuxWorld

Q What's been your history with IDG?

A I started with IDG in 1981 as an analyst for IDC. My background was computer technology acquisition strategies, primarily leasing and financing. The initial intent was to enhance the then-current user-related "Continuous Information Services" with information to assist Fortune 500 companies in acquiring mainframes and related peripherals. We created the first industry "Bluebook" for computer technology (very much like the auto industry's version) which included the first-ever model for projecting the residual or future value of technology. The model quickly became the industry standard for the investment banking community. The product's success both domestically and internationally lead to the formation of IDC Financial Services Corp., which included other Financial Continuous Information Services targeted at the financial community. I served as president of this business unit for more than 10 years, until we merged with IDC in 1992.

Q I've been with IDG for more than 10 years and in that time, World Expo seems to have reinvented itself a number of times. Can you give us a quick overview of IDG World Expo today--how it's organized and what its mission is?

A IDG World Expo's mission is to rapidly become a significant player in the trade show industry. Our strategy is to grow a trade show business through the successful launch of many new information technology events. Successful brands will then be leveraged by other IDG business units around the world. Show concepts will be explored with the help of the wide range of IDG resources we have in publishing and research. Once launched, these events will be owned and produced by IDG World Expo. Over the past few months, our organization has been staffing up to a critical mass with some of the finest people in our industry in order to support current and future activity.

Q I've heard a lot about Linux and your upcoming LinuxWorld show, but I really don't understand what Linux is. Why is it so hot?

A Linux is a free network operating system first created and designed by a college student in Finland more than eight years ago. Disgruntled by what he believed was the proliferation of technologically inferior software, Linus Torvalds believed that the best and only way to maintain excellent performance was to make the system free to anyone who wanted it. To date, more than 15 million users have downloaded Linux via the Internet. As a result, literally tens of thousands of software developers around the world continue to enhance the original code, making what many believe based on performance, the best system in the world today. As a result of what seems to be building animosity over Microsoft's business practices, Linux has really taken on a life of its own and a position as the "poster child" for all those that are anti-Microsoft.

Q Why doesn't IDG World Expo produce Macworld Expo? What is the relationship between IDG and IDG Expo Management?

A IDG Expo (formerly known as MHA Event Management) is a closely affiliated company of IDG. IDG Expo does not own any stock in IDG, nor does IDG own any stock in IDG Expo. It is indeed a separate, private and closely held company. For more than 14 years, IDG Expo has produced the domestic Macworld Expo events. Though the Macworld brand and the events are owned by IDG World Expo, IDG Expo has done a wonderful job producing this very successful series of events. A number of years ago, we decided to decentralize many of the IDG World Expo activities around the world. Along with that effort went IDG World Expo's abilities to produce a significant event such as ComNet. It was decided that for a period of time, IDG would contract IDG Expo to produce ComNet.

Q Are there any other new products brewing at World Expo?

A While we have been engaged with LinuxWorld, we have been working on some new and very exciting events to be launched soon. We believe that IDG is in the unique position to capture a dominant position (as it relates to trade shows) in the major operating systems market. As you know, Macworld Expo has dominated the Mac market as the premier event in that space. LinuxWorld is already the world's largest and most significant event in that space. We believe that there are great opportunities in both the Windows and Unix space for IDG to launch a significant event. You can count on something very soon!

Q What's the relationship between IDG World Expo in Framingham and all the other IDG World Expo offices around the world?

We are separate and autonomous business units. Each unit has been encouraged to act entrepreneurally and grow IDG's trade show assets around the world. Each of us benefits by what the other does with regards to branding and establishing beachheads within markets.

The Industry Standard hits the roof

Colleagues and clients foster sense of community high above Pacific Avenue in San Francisco

Internet items

Excerpts from recent issues of *The Industry Standard:*

Six percent of Americans had listened to Net radio as of July 1998. As of January 1999, that figure had more than doubled to 13%.

- Source: Arbitron and Edison Media Research

The percentage of new Internet users in Japan who are female climbed from 8% in 1993 to 39% in 1998.

- Source: Nikkei Multimedia from NUA Internet Surveys

When the president of Internet Industry Publishing, publisher of *The Industry Standard,* was shopping for what would become the new magazine's San Francisco home, he found a quaint building at the corner of Battery and Pacific. The price was well within **John Battelle**'s budget, and he found the brick walls to be a nice touch -- solid, if seismically suspect -- but what sealed the deal was the roof.

Battelle had been looking for "an economical way to foster a sense of community among the burgeoning Internet industry in San Francisco," he says. "And rather than spend thousands of dollars on lavish soirees in expensive restaurants, which generally are targeted only to advertisers, I figured, hey. it's a lot less expensive, and more fun, to buy some booze and put it on the roof."

Stacey Foreman, the *Standard*'s chief of staff, wholeheartedly agrees. "The benefits far outweigh the costs," she says. "It keeps the morale of the staff very high, increases the magazine's presence in the community, and we've literally closed deals on the rooftop."

Associate Publisher **Cheryl Lucanegro** offers a recent example of this recurring phenomenon: "The VP of marketing and business development of Adauction.com has been on our roof every other week," she says. "**Alice [Curran**, an account executive] and I keep asking him when he is going to start running ads. He started an Adauction.com contract with the Jan. 25 issue."

"A lot of very influential people come by," says Battelle. "Venture capitalists, CEOs, directors of major ad agencies, the most influential journalists from the consumer and business press. And we're starting to get sponsors for the parties: some wine companies, a couple of print advertisers. That will happen more as time goes by."

In March, sponsorship info will be available on the Web, along with choice tidbits overheard on the roof. Befitting a magazine that covers the Internet economy, the *Standard* will provide a gossip column and photos from recent events at www.thestandard.com/rooftop.

STACEY FOREMAN

*(Left to right): Industry Standard Associate Publisher **Cheryl Lucanegro**, Internet Industry Publishing President **John Battelle**, EIC's Jonathan Weber and Jim Moloshuk and Harry Medved from Warner Bros. Online hold a rooftop summit in San Francisco.*

Heat lamps and hot air

The roof's open to the sky, and even with 100 warm bodies it can get cold in the damp air by the Bay, says Foreman, who is often saddled with the task of keeping attendees warm. "It can be 75 and sunny, then the fog comes rolling in, and nobody wants margaritas. On one chilly October night, we even resorted to Irish coffees," she says with a wistful smile. Recently the *Standard* has begun battling the cold with a new weapon: heat lamps. "The original plan was only to have rooftops in fair weather," Foreman says with a wry grin. "But because of the unprecedented success, and requests to continue, we were forced to look into heat lamps, which we've been fine-tuning. The wind in San Francisco, because we're so close to the water, is not conducive to the type of lamps we have."

She's referring to the lamps' well-known tendency to blow out. But Foreman's not worried, she says. "Even when they blow out, no one wants to leave. They just keep blowing a lot of hot air about the Internet economy." WU

*Thanks to Industry Standard Copy Editor **Bill Brazell** for submitting this story.*

Online ad spending of the top 10 online advertisers

(Spending in millions, Jan. to Sept. 1998)

1. Microsoft ($25.5)
2. IBM ($21.0)
3. Excite ($8.9)
4. General Motors ($8.2)
5. InfoSeek ($7.0)
6. Digital ($6.2)
7. Compaq ($5.9)
8. Datek Securities ($5.9)
9. 3Com ($5.4)
10. AT&T ($5.3)

Source: Intermedia Advertising Solutions

Job Opportunities - March 1, 1999

Regional Sales Manager (CHSG)
This individual will be responsible for a New York sales territory for Solutions Integrator Magazine, IDG's Channel Services Group. The successful candidate will prospect for new accounts and maintain and expand client relationships in the territory. The position requires a minimum of 2-4 years outside sales experience. Previous publishing or channel experience is desirable. *Location: New York, NY*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

Sales Associate (CHSG)
Solutions Integrator, is seeking a Sales Associate who will provide support in our Irvine, CA office for a Senior Regional Sales Manager. Working as part of a team, this individual will maintain sales/prospect databases, analyze the competition, provide strong customer service to clients, prepare presentations, and assist the Senior Regional Sales Manager. In this fast-paced competitive environment, an ability to work independently, as well as part of a team are important. Must be detail- oriented and organized. Computer skills: Lotus Notes, Word, Excel, and PowerPoint are necessary. Strong written and verbal communication skills required. Solid administrative background is a real plus. *Location: Irvine, CA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Fulfillment Assistant, Executive Programs (CIO)
CIO's Executive Programs department is looking for a Fulfillment Assistant to join its conference fulfillment team. Responsibilities will include heavy data entry, hot-line phone support, correspondence, monthly reporting, and general administrative duties as needed. The ideal candidate will be energetic and detail-oriented. Some travel possible. Filemaker Pro preferred. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Group Operations Coordinator, Publishing Services & Technologies (IDC)
IDC's Publishing Services and Technologies Group is seeking a full-time Group Operations Coordinator. The major responsibilities for this position include providing general administrative support to the Director of PS&T as well as the PS&T management team, and will include filing, copying, faxing, mailing, making travel arrangements, as well as any special project as they arise. The successful candidate for this position will have 2-3 years experience in a fast-paced production environment, along with strong organizational skills and a solid knowledge of MS office products and Lotus Notes. Being able to handle multiple projects while still meeting deadlines, strong communications skills and a proactive attitude is essential. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Electronic Desktop Publishing Specialist (IDC)
IDC is searching for an Electronic Desktop Publishing Specialist who will be responsible for contributing to the throughput process of all IDC research documents through the traditional publishing process to IDC's intranet and Internet web sites. Will also work with our software engineers to refine the throughout process (macros, templates, etc). The ideal candidate will possess strong PC skills, an advanced knowledge of Microsoft Word/Excel and creating business graphics using PowerPoint and deltaGraph, as well as a working knowledge of Illustrator and Lotus Notes. Proven publishing/layout ability with other programs (Quark, PageMaker, Framemaker, etc) is also essential. At least 2 years experience in a fast-paced document production department is preferred. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

Research Manager, Entry Servers, W/W Commercial Systems and Servers (IDC)
IDC's Worldwide Commercial Systems and Servers research group is looking for an individual with superior analytical, communications and spreadsheet skills to be part of our team tracking the entry server market. Responsibilities include analyzing and reporting on the dynamics within the server market, market sizing, forecasting, competitive analysis, and conducting primary and secondary research. Must be capable of selling and working with vendors and end-users. The position requires excellent public speaking skills, strong writing ability, solid modeling/spreadsheet knowledge, and the ability to multi-task. The ideal candidate will have at least five years experience working in the vendor or end-user community. Knowledge of the server market and associated technologies a definite plus. Some travel required.
Location: Framingham, MA
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Research Analyst, Latin America Software (IDC)
Senior Analyst is sought to develop IDC's Latin America research program and expertise center for Software. Software industry experience a must. Candidate must have strong Excel skills and well proven English writing skills. Latin America market knowledge and experience required. Fluency in either Spanish or Portuguese preferred. Candidate will work closely with IDC analysts at the region and country level and will also interface with IDC's WW Software team.
Location: Miami, FL
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Research Analyst, Midrange Servers, W/W Commercial Systems and Servers (IDC)
IDC's Worldwide Commercial Systems and Servers research group is looking for an individual with superior analytical, communications and spreadsheet skills to be part of our team tracking the midrange server marketplace. Responsibilities include; analyzing and reporting on the dynamics within this segment of the server market, market sizing, forecasting, competitive analysis, and conducting primary and secondary research. Must be capable of working with vendors and end-users. The position requires excellent public speaking skills, strong writing ability, solid modeling/spreadsheet knowledge, and the ability to multi-task. The ideal candidate will have at least three years experience working in the vendor or end-user community. Knowledge of the server market and associated technologies a definite plus. Some travel required.
Location: Framingham, MA
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Client Service Representative, Strategic Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Irvine, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Web Developer (IDG Global Comm)
The individual in this position will develop web-based applications for IDG Global Communications' customers worldwide. Responsibilities include working closely with the IDG Global Communications development staff and end-users to develop specifications; building the applications using HTML, JavaScript, and server-side scripting tools. The successful candidate will have 3-5 years of programming and analysis experience. Experience with HTML, JavaScript, and one or more other scripting languages required, as well as one or more of the following server-side scripting environments: Cold Fusion, PHP, or complex CGI scripts using Perl. Experience with SQL, ODBC, and Lotus Notes a plus. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment.
Location: San Mateo, CA
Contact: D. Tom, Fax: 650-524-5730, Phone: 650-524-5709, Email: dena_tom@idg.com

Administrative Coordinator (IDG List)
IDG List Services has a great opportunity for an energetic, highly motivated individual to join their Brokerage department. Responsibilities include order processing, data entry, order fulfillment, order follow-up, invoicing, billing, answering client inquiries, and general administrative duties. Ideal candidate will have strong attention to detail, excellent customer service skills, organizational skills, comfort and aptitude for working with numbers, ability to multitask in a fast paced environment, and computer skills (MS Office) with ability to create spreadsheets. Knowledge of the list business, computers, and publishing a plus. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

Conference Coordinator (IS)
The Industry Standard is seeking a highly motivated, detail-oriented, take charge team player to provide administrative support for a fast-paced print and online publishing company. Most of the work will be project-based, such as preparing PowerPoint presentations, research and analysis in various subject areas, compiling and preparing reports and/or spreadsheets, helping organize conference functions/meetings. Other duties include; general administration support for the conference group, maintaining contact database, scheduling meetings, tracking expenses and expense reports, coordinating with IDG's Conference Management Group. The ideal candidate will have good administrative and interpersonal skills, strong computer skills in various applications: word processing, database, spreadsheet, etc., the ability to work independently or within groups, and able to handle multiple tasks simultaneously while producing high-quality, high-quantity work. The candidate should also be extremely organized, flexible, proactive and persistent in follow up. This is a busy, visible position with room for growth. Position reports directly to the Director of Conferences and Events. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Web Production Assistant (IS)
The Production Assistant will assist with maintenance and construction of the Web site and on-line products. Responsibilities: Translate articles, news, charts, tables, and various other data types for publishing on the Web. Code templates and pages. Test new technologies. Work closely with both creative and business teams to build, maintain, and improve edit workflow, site traffic, and new products. Experience: Candidate will have experience in either a fast-paced editorial or large-scale site development environment. Excellent problem-identification, problem-reporting, and problem-solving skills are required. Skills: HTML, tables, forms and frames; general knowledge of PhotoShop and Quark; familiarity with Macintosh, PC, and Unix environments; working knowledge of current Web development tools and technologies. *Location: San Francisco, CA*
Contact: M. McAlister, Fax: 415-733-5401, Phone: 415-733-5481, Email: mattm@thestandard.com

Web Engineer (IS)
The Web Engineer will be responsible for implementing new technologies for the Web site, including database development, server administration, and deployment of other new Web publishing technologies. Responsibilities include; install, configure and maintain web servers, application servers and other software, hardware and services as needed. Build databases, process data and maintain logs. Work closely with the business, editorial and technology teams to implement new Web services and integrate them into site architecture. Candidate will have experience in a IS, publishing or ecommerce atmosphere. Candidate should be familiar with Web site administration and related network hardware and software issues. Skills include; Unix/Solaris, Windows NT, Oracle or other databases, SQL, Perl or other scripting languages, and HTTPd administration. Experience with Vignette StoryServer and SQL development a plus.
Location: San Francisco, CA.
Contact: M. McAlister, Fax: 415-733-5401, Phone: 415-733-5481, Email: mattm@thestandard.com

Sr. Editor (NW)
Network World is looking for a technically astute, highly motivated person to serve as a Senior Editor. The ideal candidate will be interested in breaking news, have strong writing skills, and knowledge of the networking and computer industries. Candidates should have at least 2-4 years reporting experience on information technology and a proven ability to break news. We can be flexible as to the location of this position. *Location: Flexible*
Contact: D. Caldwell, Fax: 508/820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Event Producer (NW)
Network World's Professional Development Group is seeking an Event Producer to handle event planning, coordination and production of its rapidly growing Virtual Seminar programs. Candidates should have a well-rounded conference or seminar development background with a demonstrated ability to effectively communicate with vendor customers and coordinate a wide variety of production details with internal and external resources. Good working knowledge of networking and IT is required in order to help shape the content of these events. Exposure or experience in multi-media or TV production, web based events, on-line publishing or marketing a plus. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

PC Support Specialist (NW)
Network World is looking for someone with strong customer service skills and knowledge of NT networking basics to provide front line PC support for a total of 150 employees. Responsibilities include handling all moves, adds and changes related to desktop systems, troubleshooting desktop problems, and dispatching problems within IS team. Maintaining and updating hardware/software versions and coordinating with outside vendors to purchase and install equipment is also involved. Formal training in desktop support and some experience in supporting Win95, WinNT, Mac, Office97 and/or Internet Explorer Communicator is necessary. 2-3 years experience in a technical customer support environment essential. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Account Representative (PCW)
The Account Representative will prospect, coordinate with Eastern Advertising Sales Team and sell new business into PC World's display and mail order sections. In addition, the candidate will be responsible for supplying all appropriate paperwork related to such sales, within assigned deadlines. Candidate must be a self-starter, have strong written and verbal communications skills and have an eye for detail. Position is predominately telephone sales with limited travel. *Location: Northeast Coast*
Contact: W. Silverman, Fax: 201-587-7318, Phone: 201-712-9786, Email: wayne_silverman@pcworld.com

Publisher (Publish)
Publish, a magazine for electronic publishing professionals is seeking a Publisher to set the strategic direction for all of its business efforts. As a proven leader, this individual will have overall responsibility for running the business, providing a sense of mission to the entire workforce, and building and maintaining working relationships both inside and outside the company. The successful candidate will also lead the effort to support and grow the Publish brand through conferences and events. The ideal candidate will have broad sales, marketing, editorial, circulation and production experience across many market categories, including technology, professional services, business-to-business, and on-line. This individual should have extensive experience influencing and understanding the high tech publishing industry advertisers and media community, be strongly customer-centric, and thrive in a collaborative, multi-discipline company requiring teamwork across many different departments. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Promotions cap successful IDG careers for Marino, Levy

Rich Marino joined PC World nine years ago, serving first as publisher and later as CEO. He now oversees *PC World*, its related online properties and heads IDG's PC World Global Product Support Center, supporting 68 worldwide editions of *PCW*. Under his leadership, *PC World* became the world's largest monthly computer magazine, with an average issue audience of approximately six million readers, and is by far the most honored publication in its category for editorial achievement. Marino was the first publisher in the computer press to partner with consumer magazines, including *Newsweek*, *Child* and *Family Circle*, to broaden the audience for information about computing. Before joining IDG, Marino worked for Ziff-Davis, ABC/Cap Cities Publishing and Harcourt & Brace.

Joe Levy founded *CIO* magazine in 1987, 16 years after joining IDC. During his tenure at IDC, he rose quickly through the ranks to become the company's first vice president of marketing. Levy conceived the idea for *CIO* magazine after conducting extensive research on the computer-related purchases at the top corporations in the U.S. Typical of Levy's entrepreneurial style and skill, his early conversations with vendors about the need for such a publication led to an unprecedented level of advertising commitments before Levy even had a chance to hire the magazine's staff. Today, the title is the fastest growing IT title, and the CIO Communications group has expanded to include conferences, online services and research.

IDG Global Solutions

continued from page 1

current members of the IDG Marketing Services/Europe, Middle East and Africa board including the following managing directors: **York von Heimburg** (IDG Magazine Verlag, Germany), **Paul Molenaar** (the Netherlands), **Morten Hansen** (Norway), **Preben Engell** (Denmark), **Mihaela Gorodcov** (Romania) and **Paco Zabala** (Spain). At its outset, IDG Global Solutions will have offices in San Francisco, New York, Boston, Miami, London, Paris, Munich, Taipei, Beijing, Tokyo and Singapore.

"When I visit customers, I invariably hear that they have tremendous interest in the wide variety of IDG's resources for IT marketing effectively on a global basis, yet they often do not find it as easy as they would like to buy an integrated package of IDG's products. I am pleased that Rich and Joe will be tackling this challenge by strengthening our relationships with the top executives of these companies and overseeing the systems integration of the full IDG solution," noted IDG Chairman **Pat McGovern**.

"The trend in today's market is toward building integrated marketing programs that combine print and online advertising, conferences, events and direct response on a global scale," said Marino. "This presents a huge opportunity -- and a huge responsibility -- for a company with the unmatched global resources of IDG to stand up and assume a leadership position in providing solutions for our customers."

"I look forward to working more closely with IDG's customers and prospects worldwide as they create their business goals and objectives for the years ahead," Levy said. "There is no media company on the face of the earth better equipped than IDG to provide the best solutions for vendors and customers wanting to prosper in the information age." WU

IDG Books

continued from page 1

sions is to help people overcome their intimidation about technology, and so we hope this event will help eliminate the myths and fears and empower people to work for effective solutions to Y2K problems in the nonprofit sector."

The workshop, "Millenium Impact: Y2K Challenges in the Nonprofit World," was hosted by Silicon Graphics and co-sponsored by the United Way of Santa Clara County, Support Center/Nonprofit Development Center, and Community Foundation Silicon Valley, which also offered mini-grants to nonprofit firms to fund Y2K-compliance efforts.

Panelists included IDG Books authors K. C. Bourne, author of *Year 2000 Solutions For Dummies, 2nd edition*, and Dean Sims, author of *How To 2000*; Dr. Kathryn Heatley, executive director of OUTREACH; and Tom Battin, technology specialist, Support Center/NDC. The panel moderator was Earl Edward Saunders, senior vice president, human resources, of United Way of Santa Clara County.

The panel answered questions and addressed the concerns of the nonprofits regarding where to seek inexpensive or free help with non-Y2K-compliant networks, how to mitigate the risks of losing valuable database information and how to prevent data corruption while date-testing computers.

The workshop proved to be a media bonanza for IDG Books, as four Bay Area television stations covered the event, as did the *San Francisco Chronicle* and C|Net.

As a follow-up to the workshop, IDG Books is launching a Y2K Squad of local high school students who will be trained by IDG Books authors to help nonprofit agencies evaluate their Y2K issues. WU

Calling all photographers!

Once again *IDG World Update* is offering employees a chance to earn fame and a small fortune (how does $100 sound?) All you have to do is capture photographically the answer to the question, "IDG--Who are we?"

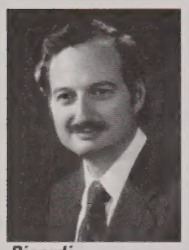
That's right, we're looking for a cover for the 1999 edition of the IDG "Who Are We" issue. Your photo might depict an entire department or a single individual. The subject(s) might be speaking at a conference, furiously typing away on a keyboard, discussing a layout or sitting in a meeting with a client. Up to four photographs will be selected to appear on the cover. Each photo selected for the cover will earn its photographer a $100 prize.

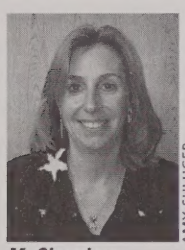
Photos may be color or black and white (although they will appear in black and white) and may be any size. You may submit as many photos as you like, but please note: PHOTOS WILL NOT BE RETURNED! Each photo should be accompanied by a short explanation of what is going on in the picture and why you believe it helps to explain who we are. Also please identify all individuals in your photo and be sure to include your name, title, business unit and e-mail address.

Your photo here!

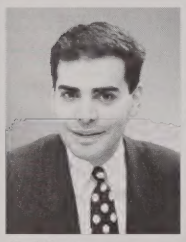
All photos must be received by March 15. Photos not selected for the cover may appear inside the issue but will not earn a prize. Please send your entries to: *IDG World Update*, 31 Milk Street, Suite 210, Boston, MA 02109, USA.

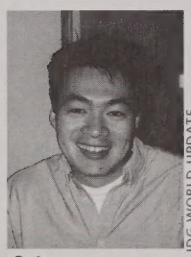
noteworthy people


Picardi

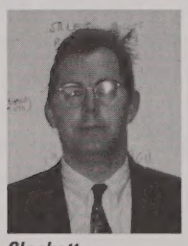

McCloughan

AMY SHLUGER


Del Prete


Goh

IDG WORLD UPDATE


Clackett

Bertistresser

Promotions

IDC Group Vice President/ Worldwide Software Research **Tony Picardi** has been promoted to senior vice president. He has grown the IDC software research franchise by a factor of 40 to a global practice covering over 100 markets on four continents. His current research focus is the ongoing paradigm shift to CyberSmart Computing and the opportunities for software vendors and their ecosystems.

Alexa McCloughan, formerly a group vice president with IDC's Investment and IT Advisor Research, is now senior vice president. She will remain a research advisor to IDC's Storage research and will continue to oversee IDCInquire, IDC's fast-response analyst resource team. McCloughan has dramatically raised IDC's visibility within the financial community, making this one of IDC's fastest-growing global product areas.

"The addition of these two dynamic leaders to our senior management team reflects IDC's continually evolving research focus, as we continue to identify opportunities and provide insight across all segments of the IT industry," said **Kirk Campbell**, IDC president and CEO. "Tony and Alexa are seasoned industry experts and customer-focused business managers who will continue IDC's thought leadership in their areas."

Crawford Del Prete, formerly vice president of IDC's Storage and Semiconductor research, has been promoted to the newly created position of group vice president for all Systems, Semiconductor, and Storage research, including the Commercial Systems and Servers, Workstations and High-Performance Systems, Asset Management, and Channels research programs. In his new position, he will continue to oversee and contribute to the Storage and Semiconductor research areas. Del Prete has managed IDC's U.S. and European Storage research since 1993. "In that time, these programs have grown to be one of IDC's largest research areas, with industry-leading coverage of the storage mechanism and storage system markets," said IDC President and CEO Kirk Campbell.

Former Editorial Assistant **Kelvin Goh** as been named production editor at the IDG News Service, assuming day-to-day responsibility for the graphical content of the IDGNS.com Web site, including the News Service Image Bank. Kelvin joined the News Service in 1997, after graduating from Clark University in Worcester, Mass. "Kelvin has handled the myriad tasks we've thrown at him in our virtual global newsroom capably and eagerly," said News Service Editor-in-Chief Rob Garretson. "Even when his student visa expired and he had to be 'exiled' for five months to his native Malaysia to await approval of his working visa, Kelvin still tried to pitch in writing, copy editing or whatever else he could do with a painfully slow dial-up Internet connection."

New employees

Tim Clackett has joined the IDG Global Solutions office in Staines, England, as the financial controller. He most recently worked in a similar capacity for Cleveland Wrecking Co., a demolition contractor in Los Angeles. A U.K. citizen, Tim earned a degree in economics from Leicester University and spends his off hours bicycling (he did the 500-mile California AIDS Ride in 1995), playing guitar, painting and maintaining his 1949 Hudson automobile. After six years living in the U.S., Tim is happy to be back in England to show his wife, a native Californian, the joys of the change in seasons and warm beer.

Previously a proofreader with Epsilon Data Management in Burlington, Mass., **Erin Brenner** is now a copy editor with IDC. She holds a B.A. and an M.A. in English from Salem State College in Salem, Mass., and Boston's Northeastern University, respectively. She enjoys reading 19th century literature, fantasy and science fiction and recently had a book review published in the *Science Fiction Research Association Review*.

Lesley Huff joins IDC's Iselin, N.J., office as a consulting manager, coming from SAP America where she was a lead analyst with the Strategic Research Group. She earned a B.A. in marketing from La Salle University in Philadelphia and an M.S. in market research from Temple University, also in Philadelphia. In her spare time she likes photography, Ultimate Frisbee, rollerblading and indoor rock climbing.

Charles Bertistresser joins IDG Books' Foster City, Calif., office as the channel marketing manager, trade. He was previously a senior account manager with Foote, Cone and Belding Promotions, where he managed and developed retail and consumer promotions for, among others, Nestle and WebTV. For 3Com, he developed and managed a successful national consumer promotion for the Palm III connected organizer. He holds a B.S. in business administration from the University of Colorado. When not renovating his Victorian house, he finds time for movies and the theater.

Transfers

Lisa Zimmerer has been hired as one of *Solution Integrator*'s three new senior regional managers for the West Coast. She is based in Irvine, Calif., and has responsibility for Southern California, Nevada and Arizona. A 10-year veteran of IDG, Zimmerer was most recently senior account manager at *PC World* and before that was an account manager at *Publish* magazine.

All IDG business units worldwide are welcome to send information for the Noteworthy section to: world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Tom Monahan *Computerworld*

17
Francisco Zabala *IDG Spain*
Fernando Moran *IDG Spain*
Ricardo de Almeida Goncalves *IDG Brazil*
Keiichi Maesato *IDG Global Solutions*
Arline Clements *IDC*

15
Diter Stein *IDG Brazil*

12
MaryAnne Sinville *IDC*
Mark Sullivan *IDC*

11
Miklos Cocron *IDG Germany*
Bruce Stephen *IDC*
Clare Gillan *IDC*

10
Ursula Istavrinos *IDG Germany*

9
Kirsten Bæk *IDG Denmark*
Thomas Wilms *IDG Germany*
Andrea Gellért *IDG Hungary*
Péter Kincses *IDG Hungary*

8
Dalia Schwartz *PC World*
Berit Ellegaard *IDG Denmark*
David Wren *IDG U.K.*
Richard Prasse *IDG Germany*
Ágnes Karácsony *IDG Hungary*
Mária Mártek *IDG Hungary*

7
Elga Legranzini *IDG Italy*
Stephanie Fleckenstein *IDG Switzerland*

6
Carlos Perez *IDG Spain*
Christa Berger *IDG Germany*
Glen Myles *IDG Australia*
Cynthia Banker *IDC*

5
Jens Stark *IDG Switzerland*
Ross Owens *InfoWorld*
Paul Tyler *InfoWorld*
Andrew Cummings *IDG Books*
Nazan Wolfe *IDG Books*
Kim Marquart *IDG Denmark*
Stefan Kaczmarek *IDG Poland*
Jaikumar Vijayan *Computerworld*
Maggie Saunders *IDG Australia*
Diana Lien *IDC*
Jennifer Koppy *IDC*
Shirleen McDougal *IDC*
Nicholas Kaufmann *IDC*

4
Kim Giovanni *InfoWorld*
Martin Fatun *IDG Czech Republic*
John Osborn, Jr. *IDG Books*
Kathryn Smith *IDG Books*
Kenji Muto *IDC Japan*
Katsuo Hori *IDC Japan*
Mayumi Matsuki *IDC Japan*
Damian Sicking *IDG Germany*
Márta Rácz *IDG Hungary*
Thomas Hürlimann *IDG Switzerland*
Natalie Eisner *IDC*
Richard Dean *IDC*

3
Ephraim Schwartz *InfoWorld*
Dylan Tweney *InfoWorld*
Daniel Vojnik *IDG Czech Republic*
Marcela Peckova *IDG Czech Republic*
Zdena Tomaidesova *IDG Czech Republic*
Shawn LoCascio *IDG Global Solutions*
Mary Kathryn German *IDG Books*
Patricia Page *IDG Books*
John Tan *IDG Singapore*
Carlos Chenel *IDG Spain*
Gustavo Seara Kruel *IDG Brazil*
Thomas Cloer *IDG Germany*
Ella Dear *IDC U.K.*
Shari Daly *Computerworld*
Robert Troemner *Computerworld*
György Gazdag *IDG Hungary*
Enrico Zambetta *IDG Italy*
Philippe de Marcillac *IDC*
Elizabeth Gagliardi *IDC*
Kathleen LaPorte *IDC*
Paris Burstyn *IDC*
Vaughn Weeks *IDC*
Michael Carbonneau *IDC*

2
Bret Frohwein *InfoWorld*
Héctor Piña *IDG Venezuela*
Simon King *PC World*
Jennifer McOuat *PC World*
Joseph Bigley *IDG Global Solutions*
Donna Love *IDG Books*
Tammerly Booth *IDG Books*
Bonnie Richardson *IDG Books*
Brenda Gooch *IDG Books*
Alan Tang *IDC Hong Kong*
Logan Ringland *IDC New Zealand*
Marcelo Locci *IDC Brazil*
Yusuke Honda *IDC Japan*
Doreen Kottler *IDG Germany*
Anja Müller *IDG Germany*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*
Cindy Luck *IDG Australia*
Sandra Rogers *IDC*
Christine Arrington *IDC*
Dennis Byron *IDC*
Nicole Comiskey *IDC*
Patricia McGrath *IDC*

1
Gianco Melcarne *IDC Australia*
Larissa Giargiari *The Industry Standard*
Sandra Baier *IDG Books*
Philip Wescott, Jr. *IDG Books*
Lene Finnemann *IDG Denmark*
Helle Frederiksen *IDG Denmark*
Henrik Jesper Andersen *IDG Denmark*
Anette Gamrath *IDG Denmark*
Erik Kolrengen *IDG Denmark*
Sarah Osborne *IDG Global Solutions*
Adriano Santos *IDG Brazil*
Joao Walter Lopes *IDG Brazil*
Cecilia Bianchini *IDG Argentina*
Hirokazu Ishii *IDC Japan*
Penelope Gagl *IDG Germany*
Marc Wilkie *Computerworld*
Kate Thomas *IDG Australia*

InfoWorld restructures Test Center

The InfoWorld Test Center <www.infoworld.com> recently underwent a significant restructuring to meet *InfoWorld*'s changing reader and market needs. The staff has been reorganized by area of coverage; there are now four teams of analysts and editors, each focusing on a particular market section: Intranets and I-Commerce, Networking/Telecom, Client/Server and Enterprise Computing.

"This move allows us to better use department resources to produce testing-based editorial of products and technologies that's most useful to *InfoWorld*'s readers," said Test Center Executive Editor **Siobhan Santinelli**. "This includes both timely stand-alone reviews and longer, more strategic analyses and comparative packages."

Charlotte Ziems continues as vice president of the InfoWorld Test Center and has promoted Santinelli to executive editor in charge of the editorial vision and strategy for the center. **Jill Welch**, formerly technical manager, will take on the newly created role of online editor, responsible for creating, maintaining and managing the Test Center's online presence. In addition, **Julie Uiterwijk** has been promoted from senior editor/Comparisons to section editor for Intranets/I-Commerce reviews; **Renee Gotcher** moves up from senior editor/Reviews to section editor for Enterprise Computing reviews; and **John Broderick** has been promoted from senior editor/Comparisons to section editor, Networking/Telecom. **Dan Sommer** and **Chip Brookshaw** are fulfilling the role of editors-at-large.

Santinelli may be reached at siobhan_santinelli@infoworld.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Peter Kane** will have his choice of an official "Off Line" T-shirt or a copy of Rich Tennant's book of cartoons, The 5th Wave. The honorable mention winners below will receive IDG World Update cups.

Honorable mentions

Constantly replaying itself in Jim's mind as he lay in the hospital's burn unit was that moment when the once-playful flame war unexpectedly escalated.
Dwight Ramsey, *IDG Books (Indianapolis)*

The user community waits patiently while the support person researches the network speed issue.
Joe Norton, *IDG IS*

Jebediah Gates, the world's first programmer, works frantically to solve the Year 1000 (Y1K) computer crisis.
Rayna Meleedy, *Computerworld*

"The villagers are here to try out your new 'user friendly' program, Bill. We expect to be pleased."
Wally Henneberry, *IDC*

Is this the right cubicle for the Miss Liberty Look-alike Contest?"
Steven Gray, *PC World*

Vern didn't realize that the punishment for sending chain letters to unsuspecting co-workers is being burned on a stake.
Jason Meserve, *Network World*

Kirby, alias cyberjammer, finally encountered a firewall he couldn't get through.
Gary Byrne, *IDC*

The first firewalls were created to attract moths and bugs away from delicate microprocessor circuitry.
Peter Kane, *New Zealand PC World*

"Your option is simple, Ralph. E-mail the president our demands or your computer is toast!"
Juliana Benson, *IDG World Expo*

You said you were flaming the Pentagon. We're ready to help!"
Rikke Noack, *PC World Denmark*

Stanley had that overpowering feeling that he was being flamed.
David Weldon, *Computerworld*

"I've heard of being flamed, but this is a bit extreme!"
Merrill Walsh, *IDC*

Rich Tennant's original caption:

Bob's decision not to be connected to the computer network caused some suspicion on the part of those who were.

and finally...

Internet-circulated humor:

MEMO
To: ABC Company President
From: IS Manager
Subject: Y to K

"Our staff has completed the 18 months of work on time and on budget. We have gone through every line of code in every program in every system. We have analyzed all databases, all data files, including backups and historic archives, and modified all data to reflect the change.

We are proud to report that we have completed the Y-to-K date change mission, and have now implemented all changes to all programs and all data to reflect your new standards:

Januark, Februark, March, April, Mak, June, Julk, August, September, October, November, December.

As well as: Sundak, Mondak, Tuesdak, Wednesdak, Thursdak, Fridak, Saturdak.

I trust that this is satisfactory, because to be honest, none of this Y-to-K problem has made any sense to me. But I understand it is a global problem, and our team is glad to help in any way possible. And what does the year 2000 have to do with it? Speaking of which, what do you think we ought to do next year when the two-digit year rolls over from 99 to 00? We'll await your direction."

IDG **WorldUpdate**

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDG Sweden publications ink show deal with Miller Freeman

MATS ERICSSON

Christer Bjorkin *(left) and* ***Michael Schebesta****, marketing directors for Computer Sweden and Natverk & Kommunikation, are already preparing for September's events.*

Persistence has paid off for IDG Sweden. After four years of discussions, IDG Sweden and Miller Freeman signed an agreement last month that makes *Computer Sweden* and *Natverk & Kommunikation* the official media partners for two major Miller Freeman events.

The deal ousts longtime IDG rival E&T Forlag as media partner for Networks Telecom, Sweden's leading trade show for IT communication, and its related event, the Computer Telephony Expo. The shows will take place Sept. 14-16 in Stockholm and draw approximately 15,000 managers from IT, networking, communications and telecommunications.

Staff from *Computer Sweden* and *Natverk & Kommunikation* will be responsible for organizing a range of editorial activities, including panel discussions, debates, live interviews on the show floor and a special show issue for all visitors. Two other IDG Sweden titles, *IT Affärer* (for business leaders who want to use the Internet as a sales tool) and *TeleAffärer* (focused on integration of datacommunications and telecommunications) will also be involved in marketing and editorial activities during the events.

IDG Sweden chipped away at the expo organizer's longstanding relationship with E&T Forlag by successfully working with Miller Freeman on the IT Expo '98 show in Malmö. In addition, IDG Sweden continually produced market research that showed

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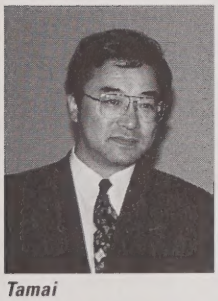
Tamai, Matsuura tapped to lead IDG Japan operations



Tamai

Matsuura

IDG last month announced two senior-level appointments at IDG Communications Japan, Inc. **Setsuro Tamai** has been promoted to president and chief executive officer and **Yoshimoto Matsuura** to senior vice president and publishing director.

"IDG operations in Japan have seen tremendous success in the last few years, marked by rapid growth and clear industry leadership in all of the company's major lines of business, including IT expositions, publishing, research and online resources," said IDG President **Kelly Conlin**. "These appointments extend our commitment to bring customers not only strong IDG brands, but also a cohesive and integrated approach to accessing the range of products in IDG's powerful Japanese portfolio. Tamai-san and Matsuura-san have been major catalysts behind IDG growth over the last decade. We are delighted that they have both accepted these important new posts within the company."

Tamai-san will become president and CEO of IDG Communications Japan, IDG's publishing group, and will retain his responsibilities as president and CEO of IDG World Expo Japan, IDG's event group. As such, he will be responsible for IDG's publishing, online, book and exposition groups in Japan.

Matsuura-san moves to his new position as senior vice president and publishing director of IDG Communications Japan. His responsibilities include the oversight of editorial production, distribution, marketing and advertising sales for Japan's publishing operations. Matsuura-san also joins the board of IDG Communications Japan.

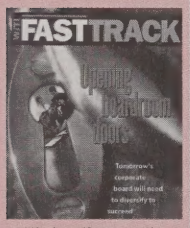
Tamai-san joined IDG as president of IDG World Expo Japan in 1990, initiating major industry events and cornerstone expos for IDG, including the launch

continued on page 5

in brief newsworthy

InfoWorld supplement targets women in technology

InfoWorld Editor-in-Chief **Sandy Reed** wears the same hat at *WITI FastTrack*.



WITI FastTrack will appear four times a year in all issues of *InfoWorld*.

InfoWorld last month launched *WITI FastTrack*, a quarterly supplement dedicated to women advancing technology. The supplement is produced in conjunction Women In Technology International (WITI), the premier association for women in technology.

"*WITI FastTrack* not only provides in-depth information on issues important to women but also represents the changing industry landscape and how these issues are also important for smart business," said **Sandy Reed**, editor-in-chief of *InfoWorld*. "Our cover story takes a look inside the boardroom at how companies can gain from assembling a diversified board."

The premier issue of *WITI FastTrack* also includes an interview with Christina Jones, president, COO and founder of pcOrder, about starting her own company and staying on track toward an IPO. The supplement's TechTrack department explores the significance of Extensible Markup Language (XML), a technology poised to change the way the Web works.

IDG WORLD UPDATE

Among those contributing to the success of WITI FastTrack are: Front row (l-r): ***Renée Gotcher****, editor;* ***Michelle Feldman****, copy editor;* ***Cathy Krizik****, design director;* ***Mariciel Basallo****, art director;* ***Trina Fletcher-MacDonald****, contributor;* ***Janis Crowley****, associate publisher. Back row (l-r):* ***Kate McLucas****, executive managing editor;* ***Rebecca Craig****, art director;* ***Donna Kent****, operations manager; and* ***Andrea Denny****, Enterprise Careers account manager.*

The second issue will mark the 10th anniversary of the WITI organization, Reed said. It will include profiles of 10 top women in technology and look back at milestones in building the organization into what it is today: a global organization of more than 6,000 women in technology.

"All the recruitment advertising revenue generated by this supplement is incremental," noted Associate Publisher **Janis Crowley**, explaining that "we were able to tap into companies' diversity recruitment advertising budgets."

Crowley said she expects that ad revenue for the next *WITI FastTrack* issue, to be published in early May, will double as it will be reprinted and used as the conference guide at the WITI annual Technology Summit in Santa Clara, Calif.

Additional information on Women in Technology International can be found on WITI's Web site at http://www.witi.org.

For more information contact Sandy Reed at sandy_reed@infoworld.com. WU

Computer!Totaal honors Dutch official at annual product awards

HANS HENDRIKS

Computer!Totaal Editor-in-Chief **Hans Doorn** *(left) and IDG Netherlands Managing Director* **Paul Molenaar** *flank Netherlands Finance Minister Willem Vermeend, who displays the first Computer!Totaal Jury Award. At the awards ceremony, Vermeend drew laughs from the large audience of IT industry representatives by saying in his opening remarks, "I must admit, I'm a bit of a computer freak." He used the occasion to announce a test program to allow companies in the Netherlands to file their payroll and corporate taxes via the Internet, a practice he thought had not yet been tried anywhere in the world.*

Computer!Totaal, the leading PC publication in the Netherlands and part of the *PC World* product line, put a new spin on its sixth annual product awards ceremony. Held this past January, the awards ceremony announced which manufacturers of hardware, sofware or services make the best products in 23 categories. Readers of *Computer!Totaal* determined the winners.

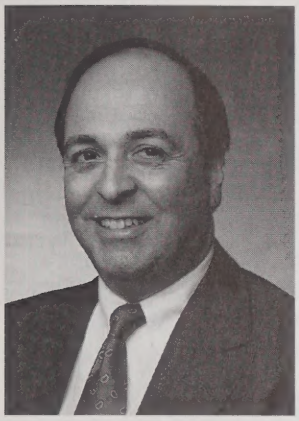
This year, a special Jury Award was created to honor the product, service or person that contributed most significantly to the Netherlands' IT industry in 1998. A committee composed of **Hans Doorn**, editor-in-chief of *Computer!Totaal*; **Marcel Warmerdam**, manager of business development for IDC Benelux/Amsterdam; a journalist from *Telegraf*, the largest Dutch daily newspaper; a market researcher and a representative of the Dutch Computer Club developed and reviewed a list of candidates. The winner was Willem Vermeend, the Dutch minister of state for financial affairs. Vermeend created a plan to allow employees to purchase a PC through their employer and deduct the purchase price from their gross incomes, thereby gaining a tax benefit.

Participants save anywhere from 35% to 60% off the cost of a PC. The plan benefits any Dutch citizen, even those who work for non-Dutch-owned companies, although company participation is voluntary. IDG Netherlands stipulates that its employees can get the tax benefit as long as the computer purchased is used to do IDG-related work at home.

According to IDC Benelux, the plan spurred the sale of 125,000 PCs in 1997 and 165,000 PCs in 1998. More than a third of the home PCs in the Netherlands have been purchased through the plan, helping raise the PC household penetration in the Netherlands to about 50%. WU

Q and A executive

Jim Casella
The chief operating officer of IDG is this week's columnist.



"IDG's various online efforts represent the fastest growing revenue segment in the company with revenues growing between 100% and 150% worldwide during the first six months of FY99."

Q Can you tell us the IDG policy about sales people representing one publication or many publications? It seems in many countries IDG sales people sell only one magazine, but at my company they sell all the magazines.

A There is not an official IDG policy on how to staff for advertising sales. Our advice and counsel is to structure this key functional area in a way that allows for each publication to be well represented to our advertising customers both on the client side and the agency side. Each country manager decides how he or she can best achieve the optimum results based on the market size and other factors. Coming from an ad sales background myself, I believe that each representative must have a strong affinity for the product they represent in order to be successful. When this is combined with a commitment to winning and a strong market position, outstanding results are possible!

In many ways IDG's worldwide sales representatives are our closest contact with our customers and the markets they serve. I often hear excellent ideas about how to grow our business from our sales representatives who each day take the IDG solution to the market.

Q Why is the coordination of purchasing and common functions that we are embarking on in the U.S. not being pursued internationally? What are IDG's plans for management of our international units given that you will be focusing more on the U.S. end of things?

A In many respects the model that we are introducing into the U.S. is our "international model," where a portfolio of core brands are managed by a country manager who looks for efficiencies across individual products. It is more difficult to find efficiencies across national boundaries, but we have been successful in several areas, one being paper purchasing, over the last several years. Our Paper Services operation in London, under the direction of Commercial Manager **Marc Nummy**, serves many of our international business units.

It is true that I will be focusing more of my time on the U.S., but over the last five years most of our international challenges have been "fixed" and now have excellent management in place. I will rely on these managers to continue to produce outstanding results and will continue to stay in close contact with them. When necessary, I will continue to make international visits and will be assisted on these, if necessary, by my colleagues on the Executive Committee.

Q How have IDG's various businesses contributed to the company's bottom line during FY98? What about our various online ventures?

A IDG's total worldwide operating profit in FY98 breaks down by category into the following percentages:

U.S. publishing	22%
Int'l publishing	35%
Books	23%
Research	11%
Events	8%
Training	1%

IDG's various online efforts, while still classified as an investment category, nevertheless represent the fastest growing revenue segment in the company with revenues growing between 100% and 150% worldwide during the first six months of FY99.

Q To what extent is IDC involved in IDG's move toward greater efficiencies and economies of scale?

A [IDC President] **Kirk Campbell** and his team began several years ago to focus on improving the profit margin of IDC. I am pleased to report that they have been very successful and each of the last three years has seen IDC's profit margin improve by at least one percentage point while they have been able to grow their revenues by more than 15%. This combination of prudent expense control and dynamic revenue growth has allowed them to post record profits in each of these years. As we approach the halfway point in FY99, they are well on their way to another record year. This has allowed them to continue to invest in new sectors and to broaden their market coverage as well as maintain their leadership position with the vendor community that they have served for more than 30 years.

As IDC continues to evolve as a business the focus will remain on growing both the top line and the bottom line by at least 20% per year.

Q Other than IDG sites, what three Web sites do you reference most?

A I find myself frequently using news sites such as CNN and The New York Times as well as sites such as Yahoo and E-Trade. I have had an E-Trade account for several years. I also frequent Amazon.com and B&N.com for my extensive book purchases as well as Virtual Vineyards for some of my wine collecting.

travel update

Did you know?

• **1999 American Express hotel books are here.** Negotiated hotel contracts for 1999 are now completed and may be found in the Lotus Notes Travel Directory on the IDGCORP server under APPS/COMM/travel.nsf or via the Internet in the travel section of IDGCentral <http://idgcentral.com>. In addition, the *1999 American Express Worldwide Select Hotel Guide,* which supplements IDG's negotiated program, has arrived. If you are interested in receiving a copy, please contact **Terri Walsh** at 508-820-8628 or **Paul Carlin** at 508-820-8645.

• **Have you ever considered electronic ticketing?** Ticketing procedures have been enhanced and now provide a fast, cost-saving option for ticketing last-minute trips, shuttle services and domestic travel. In addition, electronic tickets eliminate the cost of prepaid ticket and lost ticket application fees as well as airborne delivery fees. Once your itinerary has been booked, your travel counselor will fax you a copy of your itinerary for review and your ticket can be obtained at the ticket counter. Contact your local IDG Travel office for more information.

• **The Ryder Cup is coming to Boston.** If travel to Boston during the month of September is in your plans, hoteliers are advising you to make reservations now as room blocks are being held for most of the month of September. The Ryder Cup is scheduled to be held Sept. 21-26 at The Country Club in Brookline, Mass.

Airlines toughen refund policy during millenium changeover

Many of the major airlines have made all fares (including first, business and full coach "Y") nonrefundable for travel to some popular destinations from Dec. 16, 1999 to Jan. 10, 2000. The carriers have implemented the new policy as they are anticipating a large number of speculative bookings due to millennium celebrations and travelers' concerns over Y2K problems. Employees booking such travel are advised to check with the individual airline regarding their refund policy during this period.

Employees with travel profiles get automatic enrollment in AXI

AXI (American Express Interactive), the online travel system tailored for IDG, is easier and more convenient than ever.

American Express is offering mass-enrollment of the AXI product in order to help boost traveler awareness and AXI activity. During the next few weeks, American Express will pull data from our existing traveler profiles and create IDs for each of our travelers. In addition, American Express will automatically enter traveler-specific data as part of this enrollment. Profile information such as delivery and alternate address, phone numbers, frequent flyer numbers and company-specific information such as Amex ghost account numbers for ticketing and information for travel reporting will be added to the profiles. It will also ensure frequent traveler data and IDG travel reporting data is captured.

American Express has also implemented "Profile Synchronization" for the AXI product. This feature will automatically update the traveler profiles when changes to an AXI profile occur. So, if you use AXI to add a frequent flyer number to your profile, the travel counselors in Framingham and/or San Francisco will receive the updated information.

If you are an active employee with a profile in IDG Travel's reservation system, you will be contacted via e-mail in the coming weeks to advise you of your new AXI ID and how to begin using the system.

If you have any questions about AXI or if you would like to request an ID and password for a colleague or someone you arrange travel for, please contact **Paul Carlin** by phone at 508-820-8645, by fax at 508-820-8620 or by e-mail at paul_carlin@idg.com.

IDG Travel accepts reservation requests by e-mail

In an effort to offer increased service, reservation and information requests may be forwarded by e-mail to the following addresses:

amex@publish.com (San Francisco travel office)
idgtravel@idg.com (Framingham travel office)

If you are having a problem, please do not hesitate to contact **Nikki Civetti,** our new team leader, who is responsible for both the Framingham and San Francisco offices. She may be reached by phone at 508-820-8636 or by e-mail at nikki_civetti@idg.com.

United offers 25% discount on Boston-London route

United Airlines is IDG's preferred carrier, currently serving 48% of our markets. United offers a 15% up-front domestic discount and a 15% back-end rebate for all international travel. Based on certain market share criteria, United also awards anywhere from 2% to 4% each quarter which is distributed back to business units at the end of IDG's fiscal year.

As IDG's preferred airline, and in celebration of their new Boston-London flight effective April 4, United is offering a promotional 25% up-front discount off of all first class, business class and full coach fares flying the Boston-London route. In addition, United will be offering upgrades from full coach Y to business as well as full business to first class at the time of ticketing and subject to availability.

American and Delta remain secondary carriers offering 12% and 10% discounts, respectively.

Delta Boston-N.Y. shuttle service moves to Logan's Terminal A

Delta has moved its shuttle operation at Boston's Logan airport from Terminal B to A. Gates 3, 4, 5 and 6 have been totally modernized. To mark the improvements, Delta is offering double Delta Skymiles or United Mileage Plus through March 31.

The Travel Update is contributed by IDG Director, Travel Services **Lyndsey Pomella** to keep IDG employees updated about changes and enhancements to IDG travel policies that may affect them. Questions may be addressed to Pomella at lyndsey_pomella@idg.com.

Job Opportunities - March 8, 1999

Editorial Assistant (CIO)
CIO Communications is looking for an Editorial Assistant to join its Editorial department. Duties include fact checking and research, assisting and supporting editorial staff, writing occasional short items, and answering reader and PR inquiries. Candidate must be detail-oriented, flexible and a team player, with the ability to work independently. Good communication skills a must. Knowledge of Microsoft Word, Lotus Notes, e-mail and online technologies is helpful but not required. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Sales Assistant (CW)
Working closely with the Vice President of Enterprise Business Solutions, the individual in this position will be responsible for facilitating and expediting incoming and outgoing communications internally as well as to our clients. In addition, this individual will need to be very proactive in the overall Computerworld national sales effort with a keen eye towards looking for and facilitating new opportunities for business in conjunction with our sales teams. This position requires initiative, motivation and professionalism as well as effective communication, organization and time management skills. The successful candidate will be a bright, enthusiastic team player who takes initiative and possesses creative problem solving abilities, and can function in a fast-paced sales/marketing environment. Experience with Lotus Notes, PowerPoint spreadsheet, and word processing software and 3 - 6 years of experience preferred. Experience in an IT services or a technology vendor company is desired. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Billing Accountant (IDC)
IDC is seeking a Billing Accountant who will be responsible for one third of the monthly billing, as well as, maintaining Accounts Payable and employee payroll timesheets. Additionally, you will assist with the monthly and year end closings. Qualified candidates will have 2 years accounting / finance experience, college level accounting courses and solid excel spreadsheet skills. Associates Degree in accounting preferred. *Location: Framingham, MA*
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idc.com

Mailroom Clerk (IDC)
IDC is seeking a candidate to work in the mailroom. Responsibilities will include the delivery of mail and packages as well as assistance with general maintenance and office moves. Candidates should have previous customer service experience, be team oriented and have strong organizational skills. Ability to lift 50 pounds is required.
Location: Framingham, MA
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

Client Service Representative, Major Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus.
Location: Mountain View, CA or Irvine, CA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Programmer Analyst (IDG)
The IDG Corporate Services Group is looking for a Programmer Analyst to help develop a leading edge, n-tier accounting application. Responsibilities include developing Business Objects with Microsoft Transaction Server (MTS), Intranet Web development, and application development utilizing assorted decision support technologies. The ideal candidate must have an understanding of software architecture, Windows NT, Microsoft SQL Server, and Active Server technologies. Experience with object oriented development techniques, Visual Basic and/ or Visual InterDev, good communication skills, and 2 or more years Visual Programming experience is required. A BS degree in computer science or information systems is preferred. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcIsaac@idg.com

Online Content Editor (IDG/B)
This is a wide-ranging position requiring strong editorial and technical skills as well as marketing sensibilities. The editor will produce content that promotes IDG Books as well as building reader interest and loyalty to the site. The editor is also instrumental in building cross-links and banner-swap opportunities with an eye to improving yet maintaining the site's look and usability. Additionally, the editor must be able to do research on-line keeping abreast of Web trends and new technology. Excellent communication skills are necessary to insure cooperation with marketing, public relations and acquisitions to identify and leverage promotional opportunities. To qualify, you must have at least three years experience working on a Web site in an editorial or marketing capacity with a minimum of 2 years experience in HTML production. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Licensing Manager (IDG/B)
We are seeking a dynamic professional to target and develop partnership opportunities for our brand licensing program. 3+ years' brand licensing experience; BA/BS degree or equivalent. Must be delivery oriented with strong negotiation and communication skills. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Online Marketing Assistant (IDG/B)
This individual will utilize strong organizational skills and clerical skills to support to the Online Marketing department as well as customer service support via our Web site e-mail. You will provide general office support, field all Online Marketing related phone and email, and maintain schedules for department. Responsible for monitoring web site e-mail boxes, central receiver and disseminator of Web site inquiries. Also, responsible for Author Chat Series Support, which includes editing author chat transcripts, maintaining author chat transcript archives, and assisting with chat promotions as needed. Must have strong word processing skills, knowledge of PC platforms, and working knowledge of HTML a plus. You will need to be Internet Savvy with excellent project management and customer service skills. At least 1 year of office experience is a must. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbooks.com

Buyer/Estimator (IDG/B)
The Buyer/Estimator is responsible for product cost estimating and price analysis for print manufacturing of books, media and vendor services. Major duties include print, bind and material estimating for books, custom publishing, commercial packaging and special fulfillment project services. Excellent analytical skills are essential along with the ability to utilize spreadsheet and word processing applications. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5517, Email: injobs@idgbooks.com

Manufacturing Assistant (IDG/B)
The Manufacturing Assistant provides administrative support to the Director of Manufacturing and the Manufacturing department staff. Major duties include daily master manufacturing schedule up-date and distribution, invoice tracking and follow-up, vendor phone contact and message taking, book file maintenance and sample distribution. Ability to use spreadsheet, database and word-processing applications required. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5517, Email: injobs@idgbooks.com

Production Systems Specialist (IDG/B)
This position requires strong technical and problem solving skills and will service the computer environment in the production department. This person must be Mac literate with at least 3 years of computer/systems experience in Quark, PageMaker, PhotoShop, Mac OS, WindowsOS, Networking and knowledge of other related software. Some of the responsibilities include evaluating new and beta software, training new employees on software, managing and coordinating hardware and software repairs, archiving and insuring backup of all production files on a daily basis, maintaining and coordinating the production software and hardware in the production department. You must be an efficient problem solver, customer service oriented, an excellent communicator with strong project management skills. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Sr. Systems Analyst (IDG/B)
We are seeking a Sr. Systems Analyst who will combine excellent interpersonal skills with solid technical abilities to deliver customer-driven system application solutions. Effective verbal and written communication skills will be crucial to success. We are looking for an individual with 5+ years experience managing all aspects of multiple application projects. Experience in relational database environments, requirement analysis, conceptual and physical design, and E-R modeling. High level of expertise in Visual Basic, PowerBuilder, SQL Server, Windows NT; web server administration preferred. Deployment of multiple mission-critical client server applications in a LAN environment and a strong background in business analysis and design are keys to success. Application development skills and report writing experience required. BS in Computer Science or related field; Microsoft certification desirable; publishing industry experience a plus.
Location: Foster City, CA
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Ad Operations Coordinator (NW)
Network World if seeking an Ad Operations Coordinator who will be responsible for the print advertising functions between client, agencies, sales reps and our in-house production and billing departments. This position will gather and enter data pertinent to the booking of ROP advertising, including but not limited to heavy data entry and telephone contact for support of clients, agencies and sales offices. Individual must maintain accurate sales records and reports as well as prepare and process ad materials for shipping to printer. This individual will work closely with production and circulation. Qualified candidates but be able to work effectively under deadline pressures, pay close attention to details and ability to juggle multiple priorities. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone:508-820-7474, Email: hotjobs@nww.com

Associate Editor, Features (PCW)
PC World is looking for a Associate Editor. This person would be responsible for planning, assigning, edit and write original features; revise print feature articles as appropriate for PCW; participate in all feature story conferences; suggest additional elements as needed. You would also meet with vendors in assigned beat area (s), attend trade shows as necessary for product and market coverage. Qualifications include a BA or equivalent, 2 years journalism experience and knowledge of PC hardware, software and the Web. *Location: San Francisco, CA*
Contact: D. Tynan, Fax: 415-442-1891, Phone: 415-267-1762, Email: dan_tynan@pcworld.com

Senior Associate Editor (PCW)
PC World is looking for a Senior Associate Editor. Responsibilities include plan, assign, and edit how-to articles. Manage freelance and in-house authors. Must have 3-4 years magazine editing experience, top-notch line-edit skills. Experience writing and/or editing how-to articles a strong plus, as is expertise in Windows and other popular applications.
Location: San Francisco, CA
Contact: Y. Li-Ron, Fax: 415-442-1891, Phone: 415-267-4587, Email: yael_li-ron@pcworld.com

"Wish you were here..."

IDG Employee Referral Bonus Plan

Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

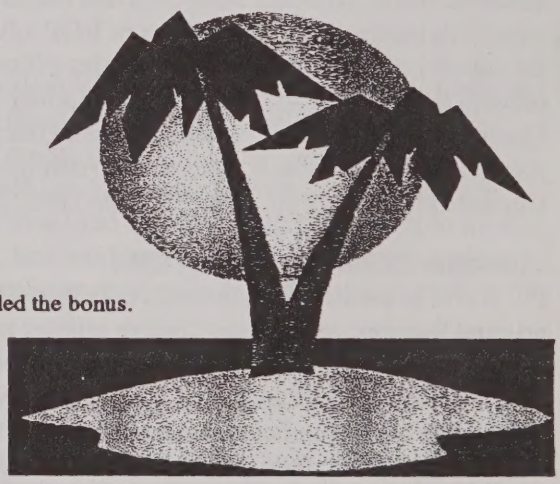
- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.

RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: **$500** **$200**

Superior performance earns DiClemente, Waters STAR Awards

IDG WORLD UPDATE

Kim DiClemente

LIBBY LEVINSON

Debbie Waters

Two East Coast employees were recently awarded IDG Corporate Boviard STAR Awards in recognition of the outstanding Service, Teamwork and Results they have provided to colleagues. The awards, presented twice a year, honor the memory of former IDG Corporate Credit Manager **Jay Boviard**. Employees are nominated by their peers and all nominations are reviewed by the selection committee comprising **Ted Bloom**, vice president, corporate controller and treasurer; **Jayne Enos**, vice president, tax and legal; and **Tom Mathews**, vice president, human resources. A complete list of eligible business units as well as nomination forms will be included in an upcoming issue of *IDG World Update*.

Kim DiClemente – IDG Accounting

Kim joined IDG in March 1996 as a staff accountant for the IDG Accounting Department in Framingham. Prior to joining IDG, Kim was an assistant controller for Biosafe International Inc. in Cambridge.

Kim works with her clients to provide them with the support they need to solve problems. "Kim has been a tremendous help with her timely response and thorough reconciliation of problems. She is always willing to take the extra step and continually provides additional support above and beyond what is expected," read one nomination.

Said another, "Kim has become the one person who has taken on the responsibility of working through our issues with us. At times this can be a very difficult task, but she continues to take this duty upon herself. Kim is truly a team player."

Kim's clients know when they work with her they will get results. "Kim responded immediately to a request to increase communication between my department and the accounting department. She worked very hard to create monthly accounting spreadsheets which have been extremely useful, and have helped correct our problems."

Debbie Waters - IDG Corporate Support Center

Debbie joined IDG in 1981 working part-time for CW Communications G&A department. In 1983 Debbie joined IDG full time as an administrative assistant to Vice President, Corporate Services **Marion Kibbee**.. In her 16 years with IDG, Debbie has worn many hats and has become a key member of the IDG Corporate Support Center.

Debbie's clients and co-workers know they can always count on her to be there for them. As one person said, "Debbie is tireless in her efforts to help out wherever needed; she is always willing to lend a hand, no matter how busy she is."

"Debbie is a real team player. Her cheerful enthusiasm when providing additional support over and above what is expected, as well as her dedication to IDG are a winning combination."

One client noted, "Debbie filled in for a co-worker and provided support for another IDG Executive Committee member while continuing to provide support for her own department. When her co-worker returned to work it was a seamless transition." WU

IDG in Japan

IDG entered the Japanese market in 1972 and has seen continued growth in each of its strong product lines. Through IDG World Expo, recently ranked by Nikkei Communications as a "Top IT company to Watch in Japan," IDG Japan produces the leading shows, Windows World Expo and Macworld Expo, which focus on the two most prevalent platforms.

In the IT publishing arena, IDG Japan leads the market with titles such as *Windows NT World* and *PC World*. And, on the Internet, IDG Japan has shown strong performance with the unmatched online success of *Computerworld Today*, a leading daily newsletter and JobWorld, a leading IT recruitment site.

Tamai, Matsuura

continued from page 1

of Macworld and Windows World in 1991, and more recently, Internet World and LinuxWorld, which will launch later this month.

Matsuura-san began his career with IDG in 1987 and has held several editorial and management posts across IDG's strongest publications throughout his tenure, including roles as publisher of *WindowNT World/Japan* and editor-in-chief of *Computerworld/Japan*.

In 1997, Matsuura-san was promoted to vice president and group publisher of IDG Japan's publishing arm, responsible for the oversight and promotion of *PC World*, *WindowsNT World*, *BackOffice World* and *OS/2 World* and IDG's leading Web-only publications, which include *Sun World*, *Java World* and *Graphics World*. WU

Last call for photos!!

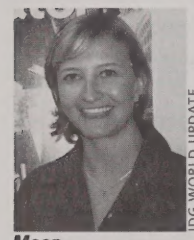
Help us capture photographically the depth and breadth of IDG's activities around the globe and earn a little publicity for your office and a little cash for yourself!

We're looking for a cover for the 1999 edition of the IDG "Who Are We" issue. Your photo might depict an entire department or a single individual. The subject(s) might be speaking at a conference, furiously typing away on a keyboard, discussing a layout or sitting in a meeting with a client. Up to four photographs will be selected to appear on the cover. Each photo selected for the cover will earn its photographer a $100 prize.

Photos may be color or black and white (although they will appear in black and white) and may be any size. You may submit as many photos as you like, but please note: PHOTOS WILL NOT BE RETURNED! Each photo should be accompanied by a short explanation of what is going on in the picture and why you believe it helps to explain who we are. Also please identify all individuals in your photo and be sure to include your own name, title, business unit and e-mail address. Please send your entries to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, USA.

noteworthy people

Lawatsch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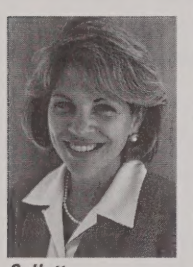
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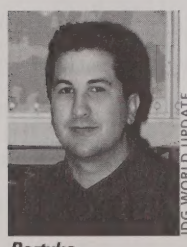

Partyka

Robinson-Retondo

Bravo

Promotions

Marketing Coordinator **Amanda Lawatsch** has been promoted to marketing events manager for *Solutions Integrator* and will be responsible for driving the strategy and tactics behind *SI* events. "In the year that Amanda has been with *SI* she's taken on many challenges in the event arena as we strive to find those events which match the goals and objectives of *SI* and help us build a strong brand," said **Catey DeBalko**, *SI*'s director of marketing. "In addition to events, Amanda will play a strong role in evolving our Web site."

Also at SI's San Mateo, Calif., office, *Solutions Integrator*'s **Courtney Moon** has been promoted to marketing communications manager from marketing coordinator. "Courtney, who has been with *SI* for a little over a year, has been instrumental in providing the *SI* sales team with dedicated and detailed support," said SI Director of Marketing Catey DeBalko. "In addition to diligently creating Inside SI every week, Courtney is key in getting sales support tools out to the field in a timely manner. In her new role, Courtney will be focusing on the strategy behind all our marketing communications messages to the market."

Kathleen Carr, hired in August 1998 as an editorial assistant for *CIO*'s *Web Business* issue, has been promoted to copy editor. "Kathleen has become a well-regarded member of her team, pitching in wherever necessary," said Managing Editor, Production **Cheryl Asselin**. "She handles extra work with ease, and she gets it done accurately and on time."

New employees

Regional Sales Manager **Robert Jones** joins San Francisco's Internet Industry Publishing, the publisher of *The Industry Standard*. He was previously an account manager with *Adweek* and earned degrees in marketing and business administration from Sacred Heart University in Bridgeport, Conn. He enjoys all sports and spending time with his family, which is scheduled to increase by one in June.

Heather Holst-Knudsen has been hired as director, conference and events, for Internet Industry Publishing, coming from Miller Freeman where she was events manager. She studied Italian and art history at Georgetown University in Washington, D.C. and is currently learning German and how to ski.

Stacy Collett is *Computerworld*'s newest senior writer working out of *CW*'s Washington, D.C., office. She was previously the executive editor at *Integration Management* magazine, where she won the Post-Newsweek Business Information Excellence Award for 1998's Best News Feature. She earned an M.A. in journalism from Northwestern University in Evanston, Ill. When not chasing a story or running for exercise, she tries to keep up with her 5-year-old triplet daughters.

Technology Product Reviewer **Russell Kay** comes to *Computerworld*'s Framingham, Mass., office from *Byte* magazine where he was a senior technical editor. He earned a degree in English from the University of Chicago and has done graduate work in computer sciences at Worcester (Mass.) Polytechnic Institute. In his free time he reads mysteries, collects knives and studies typographic design.

Also in Framingham, **Ann Harrison** is *Computerworld*'s senior editor covering the security beat. She comes from *Software* magazine where she was a senior reporter and news editor. She has an M.S. in science reporting from the Columbia University School of Journalism and likes to hike, mountain climb and study flamenco dance. She recently served on the crew of a hot-air balloon, a "wonderful" experience, she said.

Copy Editor **Jeff Partyka** comes to the IDG News Service from *Emedia Professional*, an optical-storage technology magazine in Wilton, Conn. He graduated from Syracuse University's S.I. Newhouse School of Public Communications with a B.A. in magazine journalism and a minor in psychology. He has also studied graduate-level secondary education and English at the University of Scranton in Scranton, Pa. When not reading or writing music, he and his wife like to explore Boston.

SaraJane Robinson-Retondo is *CIO*'s new advertising sales assistant in the magazine's San Francisco office. She most recently worked as a marketing assistant for Commercial Industrial Design Architect in Portland, Ore. While a candidate for a degree in genetic engineering she was chosen to compete in the Math Olympiads as a result of her test scores in geometry and trigonometry. She was also invited to the United Nations in Geneva, Switzerland, as a guest delegate for the 50th anniversary of UNESCO and UNICEF. She enjoys found-art sculpture, painting and photography.

Account Executive **Lucia Bravo** is also new to *CIO*'s West Coast office. With more than a decade of sales experience, she was previously director of strategic partnerships for *Software Marketing Journal*, focusing on selling advertising and customized integrated marketing programs. She holds a B.B.A. in marketing from Bernard Baruch College in New York City. A native New Yorker, she enjoys hockey, the beach and Italian food.

Who's new in your office? Who's climbing the corporate ladder? Business units worldwide may send information for the Noteworthy page to world_update@idg.com. Photos may either be sent electronically or by mail to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109 U.S.A.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Walter Schönberger *IDG Germany*

17
Fred LoSapio *Computerworld*

13
Christine Grelet-Cavelle *IDG France*

12
Paul McCloskey *FCW Government Technology Group*

10
Fatima Ruiz del Olmo *IDG Spain*

9
Randal Jackson *IDG New Zealand*
Grant Clothier *IDG New Zealand*
Carlos de la Iglesia *IDG Spain*
Sabine Terras *IDG France*

8
Brad Bass *FCW Government Technology Group*
Kristin Kueter *InfoWorld*
Heidi Broadley *Computerworld*

7
Martin Bell *IDG New Zealand*
Heidi Anderson *PC World*
Jay Lampus *IDG Global Services*
Elizabeth McPherson *IDC*
Jimmy Yu *IDG Singapore*

6
Doug Casement *IDG New Zealand*
Tania Evans *IDG Australia*
Chris Yalonis *IDC*
Naohito Kato *IDG Japan*

5
Sue McIntosh *IDG New Zealand*
Garry Vlass *IDC*

4
Anne Simpson *IDG New Zealand*
Pete Hitchen *IDC Singapore*
Fabrice Dalongeville *IDG France*
Christian Levesque *IDG France*

3
Craig Lee *IDG Games Media Group*
Calvin Wade *IDC*
Monica Parekh *IDC*
Kevin Hause *IDC*
Mary Goodwin *IDG Books*
Louis Peragallo *IDG Books*
Alicia Grob *IDG Argentina*
Kazuki Minami *IDC Japan*
David Daoud *Computerworld*
Alain Godet *IDG France*

2
James McNickel *IDG New Zealand*
Chris Hempel *FCW Government Technology Group*
Gretel Johnston *FCW Government Technology Group*
Cheryl Allen *PC World*
Nick Harvey *Mac Publishing*
Carl Olofson *IDC*
Duk-Hwan Oh *IDC*

1
A.J. Guenther *FCW Government Technology Group*
Ian Sharp *IDG Australia*
Michael Butts *The Industry Standard*
Mark Gimein *The Industry Standard*
Wayne Hetherington *IDC*
Alan Home *IDG Books*
Michelle Jorajuria *IDG Books*
Junko Miyahara *IDG Japan*
Elton Antonello *IDC Brazil*
Thomas Diederich *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this columnis invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

FCW's Follin answers the call and earns top ranking in IDG Phone Survey

Especially in this era of automated company directories and voice mail, it's vital that the person who is the first "live" point of contact for telephone callers be professional, friendly and patient. To underscore the importance of first impressions, and to recognize IDG employees with exemplary phone manners, the IDG Corporate Support Center (CSC) has resumed its sponsorship of a telephone survey of U.S. business units.

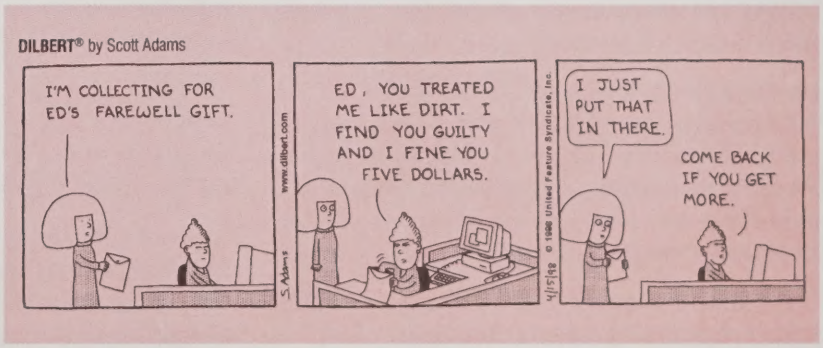
Fifty U.S. offices (encompassing all publications, sales offices, IMS, IDC, World Expo, ExecuTrain, IDG Books and support service units) were called twice during the past few months. The first person who answered the phone was asked to identify the manager of the business unit and provide the mailing address and a basic company description. The person was then asked to transfer the caller to the business unit's marketing or public relations department.

Overall, IDG staff performed exceptionally well, with 92% of respondents answering the phone pleasantly and professionally. The first-place winner was Administrative Assistant/Receptionist **Linda Follin** of FCW Government Technology Group in Falls Church, Va. Follin has maintained high standards during her seven years with IDG; she captured first place in the survey once before and has been runner-up twice.

All U.S. business unit presidents received a copy of the survey results. The CSC aims to run the survey quarterly, with a different set of questions each time. WU

JOHNNY GOODYEAR

Edie Holmes, *president of FCW Government Technology Group, congratulates* ***Linda Follin*** *(left). IDG Chairman* ***Pat McGovern*** *sent Follin a flower arrangement in appreciation for her professional telephone manner.*


DILBERT® by Scott Adams
I'M COLLECTING FOR ED'S FAREWELL GIFT.
ED, YOU TREATED ME LIKE DIRT. I FIND YOU GUILTY AND I FINE YOU FIVE DOLLARS.
I JUST PUT THAT IN THERE.
COME BACK IF YOU GET MORE.
S. Adams
www.dilbert.com
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celebrating 10!

Name
Claire Leroy

Joined IDG France
September 1987, as an editor for *Le Monde Informatique*. Moved on to be section editor and now senior editor in charge of special features.

Latest accomplishment
A special feature on great events and trends in '98.

Career highlight
In 1995, when the editor-in-chief was traveling, I was responsible for publishing two issues of *Le Monde Informatique*.

One thing you would change about IDG
The place where we work [Paris la Defense]. It's a bit inhuman, I think, with big office towers and a lot of wind between them. I much prefer Paris in the time of Balzac!

Interests outside the office
Literature, fiction, chess, classical music.

What skill do you wish you had?
To be able to speak in front of many people as a powerful orator.

Five people - living or dead - you'd invite to dinner
[Pianist] Sviatoslav Richer, [authors] Gustave Flaubert and Franz Kafka, [actor] Fabrice Lucchini, and [opera singer] Tito Schipa.

First job
Converting a program, written for an IBM machine, into a program working on a Bull machine.

One thing you'd grab if your house was on fire?
My contact lenses.

What others can't tell just by looking at me
That I have a sly sense of humor.

***Claire Leroy** will celebrate her 12th anniversary with IDG France in September.*

If you won the lottery tomorrow, you would
Write my first novel.

Manager's profile
"When Claire arrived at this young publication 12 years ago, she brought a new perspective on the evolution of IT gained in her previous job as an engineer using information technology in a large French company. Quickly, she took on the responsibility of all the special issues in *Le Monde Informatique*, bringing her particular sense of quality and a respect for deadlines that is so important in our jobs. Today, Claire is one of the vice-chief editors and certainly one of the stones on which will be built the new *Le Monde Informatique*."

- François Jeanne, chief editor, Le Monde Informatique

Coming up

CIO Perspectives Conference
March 28-31
Phoenix, Ariz.
Contact: CIO Executive Programs
http://www.cio.com/conferences

Next Generation IT Outsourcing Services and Solutions
March 29-31
New Orleans, La.
(A *Solutions Integrator* event)
Contact: Amanda Lawatsch,
amanda_lawatsch@idgchsg.com
Tel: 650-294-7838

IDC Directions '99
April 13
Tokyo, Japan
Contact: IDC Japan
Tel: +81-3-5440-3400
http://www.idc.com (Events section)

IDG Sweden

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Computer Sweden and *N&K* were the best-read titles for the shows' target audience and could provide the most relevant information.

Even though the agreement calls for a two-year collaboration, "we see this as a long-term engagement," said **Christer Bjorkin**, marketing director for *Computer Sweden*. "It's important for us to be present at major events like this, especially when a large part of our core audience attends."

"In terms of incremental revenue, this is a very favorable agreement for both publications," said **Michael Schebesta**, marketing director for *Natverk & Kommunikation*. Although it is too early to estimate the specific incremental gain from expo publication ad revenue, list rental and additional subscription sales, IDG Sweden expects it to be "substantial."

Vendors have already made many requests for marketing activities, and Sun Microsystems has booked the first available spread in the show issue.

For more information on IDG Sweden's media partner agreement, contact Christer Bjorkin at christer.bjorkin@idg.se or Michael Schebesta at michael.schebesta@idg.se. WU

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries, IDG also produces 110 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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PC World takes home Grand Neal Award

American Business Press confers its highest honor on PC World journalists for September 1998 issue on 'Privacy in the Internet Age'

IDG WORLD UPDATE

Ain't it grand? PC World staff members show off the Grand Neal Award presented to the publication for its special issue on Internet-related privacy issues. (Left to right): ***Karen Silver***, ***Vince Bielski***, ***Steve Fox***, ***Barbara Adamson***, ***Dan Tynan***, ***Dan Miller***, ***Robert Kanes*** *and* ***Cathy Baskin****.*

At a ceremony held this month in New York, the American Business Press honored *PC World*'s editorial and design team with the Grand Neal Award, its most coveted prize. Established in 1996, the Grand Neal is awarded to the entry that best exemplifies editorial excellence in the business press. The winning entry, *PC World*'s September 1998 special issue on "Privacy in the Internet Age," also earned a Jesse H. Neal Award for Best Subject-Related Series. Over the last five years, *PC World* has earned an unprecedented 10 Neal Awards--and this marks the second year its editors have won in the Series category.

"It is a tribute to be singled out among all the winning entries as the 'best of the best' of the business press. Editorial excellence is *PC World*'s hallmark, and we're proud to lead the industry as the first computer magazine to win the Grand Neal," said **Rich Marino**, president and CEO of PC World Communications, Inc. "My congratulations to the entire staff."

A series of five articles, "Privacy in the Internet Age" explored the hot-button topics of data mining, e-

continued on page 5

Twelve employees earn IDC Global Fellowships

How it works

IDC employees interested in the Global Fellowship program submit an application detailing their proposed duties during the fellowship and the benefits they anticipate for the receiving business unit, the sending business unit and themselves.

Details about applying for next year's fellowships will be announced in late 1999.

For more information, contact **Arden Port** at aport@idc.com.

Join IDC and see the world! While that's not an official company motto, the concept is a powerful motivator for employees interested in the IDC Global Fellowship program. Last month, IDC announced that 12 analysts were chosen from 32 applicants--both record numbers--and will receive funding grants for FY99. The $5,000 fellowships offset living and travel expenses and enable participants to work at another IDC business unit for two to three weeks to learn from others and to share their knowledge and expertise.

Callie Pottorf, a Global Fellow from IDC's Austin, Texas, office, said she was very excited about the opportunity to go to the IDC Asia/Pacific office in Singapore. When she learned the fellowship was hers, though, "The first thing that crossed my mind was the long flight in coach class. But once I get there, I know that it will be a great experience. I'll have a chance to work with new people in new surroundings. I feel that I am very familiar with the U.S. wireless industry, but not as much with the Asia-Pacific market--yet."

Forty IDC employees have been awarded fellowships since the program began in FY95. The program was established for a number of reasons, including the following:

- To rapidly build expertise at operating units around the globe.
- To leverage IDG's global knowlege and skill base.
- To promote awareness and respect for other cultures

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Trio of IDG-ers will tackle Alaska marathon in leukemia fundraiser

In an example of collaborative IDG team spirit, **Colleen Hirner**, account manager with *PC World*; **Courtney Moon**, *Solutions Integrator* marketing communications manager; and **Christy Shade**, *InfoWorld* account executive, will be spending a lot of early Saturday mornings together. But they won't be working on anything but their stamina. They are training for the Mayor's Midnight Sun Marathon in Anchorage, Alaska, on June 19.

IDG WORLD UPDATE

"Ryan [DeBalko] is an incredibly sweet and special child," says Solutions Integrator's ***Courtney Moon****, who will be running a marathon in his honor to help raise money to fight leukemia. Ryan, the son of IDG's* ***Jeff DeBalko****, is in remission, having recently completed 2 1/2 years of chemotherapy to battle the disease.*

They aren't just running for themselves, however. The trio has joined the Leukemia Society's Team In Training, a comprehensive five-month training program run by world-class athletes, to help them meet their goal of not only finishing a 26.2-mile marathon--the first for all of them--but raising money for leukemia research.

According to Moon, their training program consists of five to six workout days each week, with increasing mileage. "Right now, we're at six miles, and we're already sore!" she said. Moon said she's wanted to run a marathon for years but was concerned about motivating herself to train alone. "I now have a team of over 100 people to help inspire me on those 6:00 a.m. training runs!"

"I've never been a runner," Shade said. "At first I was excited because I ran a mile without walking any of it. Now I'm past six miles without walking, and I'm running my first-ever 10K [race] this month."

Hirner said she had been running for about 1 1/2 years, "three to four miles four or five times a week. Now that I'm part of the team, I'm powering through my comfort zone to reach new levels weekly!"

Each Team In Training participant is matched with a mentor and a group of leukemia patient honorees. "Team IDG's" honorees are Kelsey Innis (age 12), Francine Limcango (age 7), Linda Lyon (age 42), Elizabeth Wyatt (age 31), Sara Maas (age 29) and Jerry Wai-Kei Yeung (age 25).

Moon said that she was running for two particular individuals. Innis successfully beat a relatively rare form of leukemia that doubles in size every 48 hours. She received intensive, cutting-edge chemotherapy treatment for four months as part of a medical research protocol funded by the San Francisco chapter of the Leukemia Society. She finished treatment in March 1995 and is considered cured.

Her second honoree is a personal one--Ryan DeBalko, age 7, son of IDG employee **Jeff DeBalko**, president of IDG Global Communications, and stepson of **Catey DeBalko**, IDG Channel Services' director of marketing.

Moon said that each of them must raise a minimum of $3,500 to participate in the program. Seventy-five percent of the money goes directly to fund leukemia research.

"We're asking IDG employees to sponsor our involvement," Moon said. "We'll be combining contributions and splitting the money three ways and turning over donations to the society."

Any IDG employee who would like to contribute should make a donation to The Leukemia Society of America, and send it to Christy Shade, InfoWorld, 155 Bovet Road, San Mateo, Calif., 94402, by March 30. Donations will also gladly be accepted after that date. All donations are tax-deductible and donors will receive a receipt for their contribution.

For more information, contact Shade at christy_shade@infoworld.com; Hirner at colleen_hirner@pcworld.com; or Moon at courtney_moon@idgchsg.com. WU

IDG Books' Solomon calls race a "wonderful experience"

IDG Books Acquisitions Assistant **Allison Solomon** would have done a jig at the end of her Team In Training marathon in Dublin, Ireland, last fall (see "IDG Books' Solomon preps for fund-raising marathon," *IDG World Update*, Aug. 31, 1998), but she was too tired.

"The race was tough, but I finished it in 4:40. I ran the whole way with two other people in Team In Training, which made the time go faster. My parents were there, and I'd see them holding signs along the course. Since the race went through Dublin and the surrounding suburbs I expected to see sheep and green fields, but we never got that far out."

Solomon said that she went over her fund-raising goal of $4,200 and raised about $5,800. She also noted that her honoree, Dennis Frank, is doing well and that he'd just completed a century bike race (100 miles) from Chicago to Wisconsin.

"I highly recommend joining Team In Training," Solomon said, "no matter your level of physical training. Depending on the race you choose, there are some races you can walk. It really is a wonderful experience."

Q and A executive

Jeff DeBalko
The president of IDG Global Communications is this week's guest columnist. Jeff may be reached via e-mail at jeff_debalko@idg.com or phone 650-524-5705.

IDG Global Communications at-a-glance

Established 1996

Location San Mateo, Calif.

Web site
http://idgcentral.com

Number of employees 15

Mission Provide technology solutions to IDG business units worldwide.

Latest accomplishment
Launched new end-user support business.

Top three goals for 1999
Build customer base, deliver new IDG intranet and extranet technology, reduce corporate technology costs.

Q **What products and services does IDG Global Communications offer? How do you work with business units?**

A Since our inception in 1996, we have been primarily focused on delivering network and Internet-based solutions to our customers. Our specific services include Internet access, global dial Internet and virtual private network, network management, e-mail, server hosting, Lotus Notes/Domino, Web development and consulting. Overall, we count more than 60 IDG business units as customers.

In October of last year we entered into the end-user support business, providing traditional desktop services to complement our network and Internet services. In addition to providing a full-service IT solution to our existing customers, we have been able to address an important niche market of business units that have complex IT needs yet cannot justify a large internal IT staff. Our typical customer contracts for one- or two-day-a-week on-site service backed up by five-day-a-week help desk and 7 X 24 emergency support. Our customer gets the benefit of a 15-person IT staff for less than the cost of one highly qualified technologist.

This has become not only a great business for us but has also provided tremendous cost savings and enhanced productivity for our customers. I am confident that this will be a growth business for us, as more and more business units look to reduce costs by outsourcing IT services.

We were also fortunate last year to acquire the Web development team from IDG Marketing Services [now IDG Global Solutions], the people responsible for our award-winning corporate web site, IDG.com. The combination of this talented team is already paying great dividends for IDG and IDG Global Communications. In addition to the IDG.com site, we are well into development of new intranet and extranet technology that will provide IDG and its key customers with the most critical and timely information available on our company and the marketplace. We have also been awarded the contract to develop the new Web site for *Solutions Integrator*, which will debut very soon. Like end-user support, Web development will provide us great growth opportunities.

With regards to how we work with business units, we generally are in competition with outside firms to provide the various IT services that we have to offer. There is no mandate for IDG business units to work with us. We must provide better technology solutions, at a lower cost, and with a higher level of customer service. That is the key to our business.

Q **Why doesn't IDG have a single e-mail system (e.g. Lotus Notes)?**

A IDG, with its decentralized culture, makes most IT decisions at the local level. With e-mail becoming such a ubiquitous communications tool, it is important to have the ability to integrate it into the many software applications and business tools used at the local level. For example, I can get my e-mail via my notebook, my PDA, my cellular phone and even via the telephone with text-to-speech software. If I had to use a corporate "standard," I might not have the flexibility to use this tool in the way that allows me to be most productive. The good news is that Internet mail and directory technology is getting much better and should allow for simpler communications even in our decentralized environment.

Q **You often talk about the IDG Global Dial Network and the cost savings that it provides. How much does it really save?**

A The IDG Global Dial Network provides local dial up Internet access and virtual private network service in more than 1,000 locations worldwide. This year, total usage at IDG will top 20,000 hours, about evenly split between U.S. and international. Our analysis shows that on average, each hour of usage in the U.S. saves about $3.50 and each hour of international usage saves about $100 per hour, bringing us to roughly $1,000,000 a year in total savings.

Q **I have heard that you are involved in the new online recruitment initiative "JobUniverse." How is that project is going?**

A I have been working for the past six months with **Frank Quinn** and his team in Ireland to establish a new IDG business unit, based in Ireland, to manage the JobUniverse project. The goals of the project are to create *the* global brand for IT recruitment--JobUniverse--and to provide IDG business units with the technology and business tools necessary to launch and run a successful online recruitment business. The company (currently called Web Universe Ltd.) has been established and jobuniverse.com will officially launch late this year with 15 to 20 member sites. Several sites, such as InfoWorld's infojobs.com and Ireland's jobfinder.ie are already online. As a member of the Web Universe Ltd. board, my role will be to provide whatever help and advice that would be appropriate to ensure that JobUniverse will be a success. IDG Global Communications will provide redundant technology and support services to ensure the necessary 7 X 24 support for this important new business.

Upcoming events

Internet Commerce Expo
March 22-25
World Trade Center
Boston
http://www.iceexpo.com
Contact: Susan Branscombe
susan_branscombe@idg.com

PC World Global Product Support Center Meetings
- Asia, March 24-26, Kuala Lumpur
- Europe, May 26-28, Rome

Contact: Nancy Jacobs
nancy_jacobs@pcworld.com

CIO Perspectives Conference
March 28-31
Phoenix
Contact: CIO Executive Programs
http://www.cio.com/conferences

IDC Directions '99
April 16
Tokyo
Contact: IDC Japan
Tel: +81-3-5440-3400

IDC Directions '99
April 20
Seoul, Korea
Contact: IDC Korea
Tel: +82-2-528-5103

Entertech
April 23-25
Carlsbad, Calif.
La Costa Resort and Spa
Contact: IDG Conference Management Co.
Tel: 650-312-0545

IDG Global High-Tech Marketing Briefings
- May 17

New York City
Marriott Marquis
Contact: Volker Heistermann
- May 27

Redwood Shores, Calif
Sofitel
Contact: Volker Heistermann,
volker_heistermann@idg.com

IDC

continued from page 1

• To attract, reward and retain quality employees with global talents and interests.

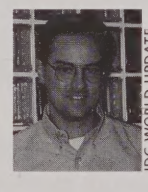
"The program has tremendous value," said IDC Research Manager **Marianne Hedin**, who covers the consulting services market in the U.S. and visited IDC Benelux in Amsterdam last June. "It allowed me to focus for a whole month on one topic (the euro) instead of being pulled in a million different directions. I learned about the services market from a European perspective, and it was a wonderful way to develop stronger collegial relationships."

This year's fellowship winners were chosen by a committee composed of IDC President and CEO **Kirk Campbell**, IDG Vice President/Human Resources **Tom Mathews**, IDC Vice President/Human Resources and Administration **Debbie Bernardi**, IDC Senior Human Resources Representative **Arden Port** and IDG Corporate Training and Development Specialist **Connie Raleigh**. WU

IDC Global Fellowship winners share knowledge worldwide

Monica Benatti
Market research analyst, IDC Brazil
Goal: Learn how Select-IDC Mexico has strengthened its LAN research, share knowledge of research practices and discuss ways that each country can grow its Telecom, Internet, LAN and Internetworking businesses.

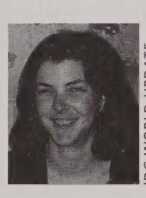
Richard Brewer
Program manager, IDC U.S.
Goal: Work with IDC Japan's **Richard Yen** to publish a report on the network services market in Japan and to improve IDC's relationship with Japanese service providers, including Hitachi, Fujitsu and NTT.



IDG WORLD UPDATE

Selinna Chin, Country manager, IDC Malaysia
Goal: Introduce a product about the Asia/Pacific software market for IDC clients in the U.S. and worldwide. Build a closer working relationship between the A/P office and the Software team in Framingham in the areas of enterprise resource planning as well as the overall software market.

Stephanie Hutchison
Senior research analyst, IDC U.S.
Goal: Help IDC Latin America in Miami with the "Rest of Region IT Markets" study by participating in interviews and data processing in several Latin American countries.



IDG WORLD UPDATE

Diana Hwang
Research manager, IDC U.S.
Goal: Work closely with IDC Asia/Pacific (Singapore) analysts during the evolving stages of a multi-client study on smart handheld devices and ensure product consistency with the worldwide Smart Handheld Device program.

IDG WORLD UPDATE

Takahiko Umeyama
Research vice president, IDC Japan
Goal: Work with the U.S. Consumer Devices team in Mt. View, Calif., in order to start a similar program in Japan.

Victor Lopez-Beltran
Services manager, Select-IDC (Mexico)
Goal: Visit IDC Framingham; focus on competitive advantages for underdeveloped marketplaces for new and alternative IT services.

Joel Martin
Research analyst, IDC Eastern Europe
Goal: Visit IDC Benelux and contribute knowledge of Europe's emerging markets to the LAN European Expertise Center's understanding of East Central Europe and the effect it will have on Western European investment during European Union, euro and NATO expansion.

Koji Moriya
Research analyst, IDC Japan
Goal: Learn about the U.S. PC Pricing Program at IDC Framingham and create a PC Pricing Program at IDC Japan.

Alessandra Pinza
Industry analyst, IDC Italy
Goal: Visit IDC Nordic and conduct research on e-commerce and new and emerging types of Internet sites. Improve IDC Italy's Internet research and help IDC Italy be a thought leader and promoter of Italian Internet development.

Sandy Rogers
Senior research analyst, IDC U.S.
Goal: Visit IDC Italy and work with the European Vertical Market and Technology Integration Panel Study (TIPS) staff to share methodologies, increase synchronization between regional programs and ramp up the European TIPS program with key first deliverables.

AMY SHLUGER

Callie Pottorf
Research analyst, IDC U.S.
Goal: Visit IDC Asia/Pacific (Singapore); produce a report that outlines the best and worst market practices of cellular/PCS operators in the Asia/Pacific region.

Job Opportunities - March 15, 1999

Ad Sales Associate (CIO)
CIO is looking for a high-energy individual to provide sales support to the San Francisco, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience. *Location: San Francisco, CA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Web Writer (CIO)
In this position, you will report and write special reports, feature articles, and other shorter pieces for CIO Communication's award winning web site (cio.com) and occasionally CIO's print publications. You will generate story ideas in an entrepreneurial idea-development process. Responsibilities will include nurturing relationships with readers, sources, and vendors. This position offers the opportunity to learn and write about new things on regular basis, a variety of styles and mediums to work in, and a team-oriented, supportive and invigorating environment. Three to five years' experience required; business management and/ or technology journalism experience preferred. Experience with web and other media (audio/video, etc.) technologies a plus.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

On-line Vendor Program Manager (CIO)
CIO Magazine is seeking an On-line Program Manager. In this position, you will be responsible for recruiting, managing, and supporting vendor participation in CIO's on-line programs. Ideal candidates will posses excellent communication skills, program management skills, relationship management skills and experience working with vendors. *Location: Framingham, MA*
Contact: A.Jones, Fax: 508-935-4600, Phone: 508-935-4615, Email: alana_jones@idg.com

Associate Art Director (CW)
Computerworld is seeking an Associate Art Director with 5-10 years of experience designing in an editorial environment. The individual will be responsible for developing page layouts, conceptual graphics and the assignment of art and photography for both traditional and on-line applications. Close, effective collaboration with the editorial clients and the ability to lead projects independently will be required. Proficiency in Mac print software - Quark, PhotoShop, Freehand and Word - is necessary. In addition, the ideal candidate will have at least 4 years of experience designing for the Web using both WYSIWIG and HTML development tools, such as CyberStudio, Fireworks and BBedit. Cross platform ability, knowledge of emerging standards such as CSS, DHTML, etc. are desirable, as is knowledge of Lotus' Domino. Position requires a strong design portfolio and great verbal as well as visual communications skills. BA degree in graphic design or equivalent preferred. *Location: Framingham, MA*
Contact: Piper Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Senior Reporter (CW)
Computerworld is seeking a Senior Reporter. In this position you will write weekly print and daily online news stories for the assigned beats as well as feature articles as assigned. The Senior Reporter will be expected to follow beats closely and propose the majority of coverage for those beats. Story emphasis is on enterprise-level users' issues and strategies for solving business problems and taking advantage of business opportunities through strategic use of technology. The successful candidate will have a journalism background with 4-5 years experience in the computer trade press, business press, or general press covering business and/or technology issues.
Location: Framingham, MA or San Mateo, CA
Contact: P. Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Senior Web Developer (CW)
Computerworld is seeking a Senior Web Developer for our site. The individual in this position will need to be able to bridge both our old (Notes/Domino) and new (SQL database-driven, yet to be determined) technology underpinnings. Skills desired in both areas, or at least a willingness to learn. This person will help lead us to where we need to be, technology-wise, for our new site architecture and help decide and implement tech for short-term objectives. Must be a quick learner, willing to help lead as well as follow, able to work with many different types of people. Our team is a service group that supports all departments in the company. Other tech background desired: HTML and Java; 2-5 years relevant experience required. *Location: Framingham, MA*
Contact: Piper Fowler Sheer, Fax: 508-820-8647, Phone: 508-879-3760, Email: piper_sheer@cw.com

Marketing Specialist, Communications (IDC)
The Communications Research group is looking for a Group Marketing Manager. The ideal candidate for this position will be a dynamic and aggressive professional with 3-5 years of diverse experience including product and direct marketing as well as marketing communications experience. Responsibilities include working with a team of high-profile market analysts, press relations, product positioning, translating technical ideas into compelling marketing messages developing targeted prospect lists, writing direct mail and marketing campaigns, and event management. Strong promotional writing, communication, and desktop publishing skills required with a working knowledge of Filemaker Pro, Quark Express, and Delta Graph. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_idc@idc.com

Research Analyst, Semiconductors (IDC)
IDC's Semiconductor Research Group is looking for an individual with superior forecasting and analytical skills to be a part of our growing team. Responsibilities will include monitoring PC semiconductor content trends for both desktop and mobile systems, including graphics, core logic chipsets, and memory trends. This analyst will be responsible for system tear-downs, vendor interviews, tracking of semiconductor pricing, and market forecasting. The successful candidate will have excellent verbal and written communication skills, be detail-oriented, and able to work as a team member. At least 2 years experience required, and Electrical engineering experience preferred. *Location: Framingham, MA or Mt. View, CA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Director, Semiconductors (IDC)
IDC's semiconductor research group is looking for an individual to head our research in the X86 microprocessor and embedded microprocessor areas. The individual will have superior analytical, communications, and leadership skills. Responsibilities will include market sizing, forecasting, market share statistics, competitive analysis, pricing analysis, and supporting our consumer, communication, and PC and server application research. The successful candidate will have excellent verbal and written communication (including presentations and sales meetings), be detail-oriented, and be able to work as a team member with other IDC semiconductor and equipment analysts. At least 6 years of experience is required and Electrical engineering experience is preferred. *Location: Mt. View, CA*
Contact: M. Keating, Fax: 508-935-4302, Phone: 508-935-4302, Email: idc_jobs@idc.com

Telecommunications Coordinator (IDG Central Services)
IDG Central Services is looking for a Telecommunications Coordinator to provide telecom support to several business units at 501-2nd St. The major responsibilities for this position include Telephone and Voicemail System support (moves, adds and changes and system trouble shooting), maintenance of call accounting system and monthly report generation, purchase and support of all mobile/cellular phones and maintenance of calling card accounts. Job qualifications include a BS in telecommunications or related field or equivalent work experience of 2-5 years. Proficiency on a Macintosh is required (Excel and Word). Experience with Siemens Phonemail and CBX preferred. Excellent verbal and written communication skills required. *Location: San Francisco, CA*
Contact: S. Tanner, Fax: 415- 442-1891, Phone: 415- 978-3354, Email: Scott_Tanner@publish.com

Web Developer (IDG Global Comm)
IDG Global Communications, a division of International Data Group, seeks experienced Web Developer. The individual in this position will develop web-based applications for IDG Global Communications' customers worldwide. Responsibilities include: working closely with the IDG Global Communications development staff and end-users to develop specifications; building the applications using HTML, JavaScript, and server-side scripting tools. The successful candidate will have 3-5 years of programming and analysis experience. Experience with HTML, JavaScript, and one or more other scripting languages required, as well as one or more of the following server-side scripting environments: Cold Fusion, PHP, or complex CGI scripts using Perl. Experience with SQL, ODBC, and Lotus Notes a plus. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. The candidate will be expected to provide URLs, which show several examples of work. *Location: San Mateo, CA*
Contact: HR Manager, Fax: 650-524-5730, Phone: NA, Email: globalcomm@idg.com

Account Executive (IDG List Services)
IDG List services is seeking an inside sales professional with a senior level of customer service. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing skills and excellent phone manner. A college education preferred, 3+ years sales experience in high tech required. Knowledge of list rentals or direct marketing is a plus. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

Channel Marketing Manager/International (IDG/B)
We are seeking an experienced professional to tailor all product-driven, customer generated, and calendar promotions in our international markets. Position requires BA/BS preferably in marketing, advertising or related field, 3+ years marketing, agency, and/or sales experience, and ideally a familiarity with the international marketplace. Must have strong communication skills, be an innovative and creative planner, and have the ability to prioritize, multi-task and meet deadlines in a fast-paced team focused environment. Qualified candidates must possess excellent organization, writing, and interpersonal skills, with strong attention to detail. Some international travel is required. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Administrative Assistant/Receptionist (IDG/CMC)
The individual in this hybrid position will provide light administrative support to Editor and the Executive Editor of DemoLetter, while also acting as the corporate receptionist. Responsibilities will include calendar management, correspondence and meeting coordination, handling incoming customer calls and coordination of travel arrangements. In addition, this individual will greet visitors, and maintain the front office environment. Must be able to work both independently and with various levels of management, handling information with discretion. The IDG Conference Management Company seeks individuals with exceptional communications skills, high personal integrity, dedication to clients, and a commitment to a collaborative work environment. This position requires initiative, motivation, superior follow through skills, professionalism as well as effective organizational, and excellent time management skills. Experience with Word, Excel, Lotus Notes is a must. Three years experience preferred. *Location: San Mateo, CA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Executive Assistant (IDG/CMC)
The individual in this position will provide administrative support to the President. Responsibilities will include overseeing main office operations, calendar management, correspondence and meeting coordination, handling all incoming and outgoing calls, dealing with colleagues and customers. Coordination of travel arrangements and various administrative duties and projects as needed. Must be able to work both independently and with various levels of management, handling sensitive company information with discretion and in a confidential manner. The IDG Conference Management Company seeks individuals with exceptional communications skills, high personal integrity, dedication to clients, and a commitment to a collaborative work environment. This position requires initiative, motivation, superior follow through skills, a high degree of professionalism as well as effective organizational, and excellent time management skills. Experience with Word, Excel, Lotus Notes is a must. Five years experience preferred. *Location: San Mateo, CA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Ad Director (IFW)
InfoWorld is looking for an Ad Director will work in tandem with regional sales teams to prospect, maintain, and increase sales of ad pages and share-of-market advertising space for InfoWorld in both our print and on-line editions. Must have a thorough understanding of the PC market and InfoWorld's position and value in that market. Requires a minimum of 10 years of computer publication ad sales experience and comprehensive knowledge of the PC industry. Reports to the Publisher. *Location: San Mateo, CA*
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infworld.com

Regional Sales Manager (IFW)
InfoWorld seeks a Regional Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and on-line editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. Requires a minimum of five years in computer publication ad sales. *Location: Irvine, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

Circulation Promotion Assistant (IFW/IDG)
This position will provide assistance to the Circulation Promotions Department on multiple publications. The individual will provide support in several key areas: direct mail campaign list planning, direct mail creative trafficking, direct mail response analysis, list rental input and quality control, invoice and expense tracking, and e-mail campaign execution. This position requires the ability to work independently, good analysis skills, good planning/project management abilities, the ability to seek information and cooperation from others, and research skills (curiosity, willingness to learn, persistence). The position also requires an individual with computer skills in Word, Excel and Netscape; experience with Quark on a Mac is a plus. *Location: San Mateo, CA*
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

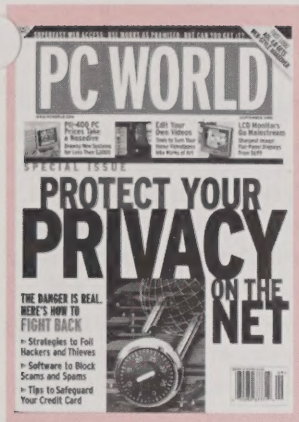
On-line Circulation Manager (IFW/IDG)
Exciting and unique position to publishing! This individual will be responsible for web site traffic auditing, liaison between fulfillment services and publication, liaison for creating and maintaining circulation web sites, and marketing for driving web site traffic for both print and on-line multiple publications. Skills needed include: team building; full understanding of print fulfillment and print auditing; passion for internet marketing and growth; ability to work with many people on different levels, from the highly technical to the marketing; and be forward thinking as the job grows. No technical web skills required but proficient in standard PC programs. *Location: San Mateo, CA*
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

Senior Fulfillment Manager (IFW/IDG)
The Senior Fulfillment Manager will be responsible for fulfillment on multiple publications with unit audit; liaison with fulfillment house; filing of BPA statement; and help with conversions. Individual must be proficient with all aspects of fulfillment.
Location: San Mateo, CA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

Conference Manager (IS)
The Industry Standard is the premier provider of information for the Internet economy. As our print publication, web-site and conference divisions continue to gain momentum in 1999, we have an immediate need for a Conference manager. The successful candidate will have responsibility for managing projects & tasks that relate to the execution of all aspects of operational show management and site selections by working closely with the Director of Conference & Events. The individual will act as a liaison/ point of contact to marketing, IDG's conference management group, and sales in order to produce a successful event. The candidate must have 3+ years hands on conference and events planning experience, preferably with a publishing entity. Knowledge of the internet industry a plus. Must be self-motivated with the ability to successfully meet multiple deadlines and changing priorities. Attention to detail, excellent communication and negotiating skills required. MS Word and Excel a plus. Travel required.
Location: San Francisco, CA
Contact: T.Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommyl@thestandard.com

Product Manager (Mac Pub)
The premier Macintosh Web site, Macworld.com, is looking for an editorial product manager to develop and deploy content on our Web site, and help manage editorial workflow. The successful candidate will have at least three years editing experience, preferably in an on-line publication, plus will have an understanding of the Internet publishing business. A background in writing/editing buyers guides a plus; experience in the Macintosh market a must. An aggressive, can-do attitude will count for a lot as we work to bring Macworld's Web presence to the next level. *Location: San Francisco, CA*
Contact: A. Gore, Fax: 415-442-0766, Phone: 415-243-3603, Email: andy_gore@macworld.com

On-line Production Manager (NW)
We are seeking an individual who has a vision and creative approach to administer and enhance a dynamic set of email and web sites to support delivery of superior communications, tools and services. Individual will report to Director of Web Technology and manage the overall use of NWW Inc. web and email servers including newsletters, delivery systems, personalized on-line systems, automated web publishing and workflow process management systems. This individual will propose site improvements and technology enhancements as well as manage the development, implementation and production of such online technologies. Qualified candidates must have prior management experience and a minimum of 5 years web production/project management experience; database , content/publishing and workflow process management experience a plus. Substantial knowledge of and experience with Web development including the planning and implementation of content management system and site user profiling required. Experience with internet authentication and security issues, storage, setup, transfer and updating as it relates to site required (Apache, Netscape, Enterprise web servers required. Strong working knowledge of current web languages (html, xml, PHP, perl, JavaScript, Java). System admin experience (Solaris, NT) and mailing list experience (Majordamo, Listproc) as well as relational database management experience (SQL, Oracle) required. Individual should work be able to manage, multiple priorities work well under pressure and meet aggressive deadlines. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com



The full text of PC World's award-winning issue can be found at <http://www.pcworld.com/sep98/pcprivacy>.

45th competition attracts record entries

Now in their 45th year, the Jesse H. Neal Editorial Achievement Awards were created by the American Business Press (ABP) to recognize and reward excellence in independent business publications. The awards are presented annually to editors who have submitted entries exhibiting journalistic enterprise, extent of service to the field and editorial excellence. ABP received a record number of 1,128 entries for this year's competition. Twenty-three winners were selected by a distinguished panel of judges, chaired by Marshall Loeb, editor of the *Columbia Journalism Review.*

PC World

continued from page 1

commerce and credit card fraud, identity theft, corporate hacking and aggressive marketing tactics--and revealed what can be done to combat the loss of privacy in a wired world.

• In "You Are For Sale," privacy expert Jeffrey Rothfeder uncovered how medical histories, bank balances and even unlisted phone numbers are brokered online every day.

•PC World Consumer Watch columnist Roberta Furger examined the fear of buying online in "Buyer Beware." She also talked with experts, combed the Web, and analyzed 14 e-commerce sites for how well they protect privacy and secure credit card information.

• A look beyond the hype, "Inside Job"--written by Jonathan Littman, an authority on the hacker psyche--uncovered the real threats to individual and corporate privacy: embittered employees and spying competitors.

• Penned by author Carole Lane, the how-to article "Going Private" included "Five Essential Steps to Privacy," hints for remembering passwords, advice for taking back information, as well as more than 20 tips for keeping personal files safe, getting off mailing lists and more.

• A review of the best products for staying private in the digital age, "The Defenders," tested the best cookie killers, spam stoppers and e-mail encryptors, as well as the latest in "biometrics."

• Finally, "Privacy in the Internet Age" included a bookmark page, which listed the top security and privacy Web sites, including direct links to watchdog and advocacy groups, privacy defenders, discussion groups, security tools and government agencies.

The following staff members were specifically cited for their contribution to the winning entry: **Barbara Adamson**, associate art director; **Vince Bielski**, senior associate editor; **Robert Kanes**, art director; **Michael Lasky**, senior associate editor; **Tim J. Luddy**, associate art director; **Dan Miller**, senior editor; **Karen Silver**, senior associate editor: and **Dan Tynan**, executive features editor.

"In addition, all the members of *PC World*'s editorial, design, copy, and Test Center staff deserve high praise for their work on '"Privacy in the Internet Age,"' said **Cathryn Baskin**, editor-in-chief of *PC World*. "Every year, the Neal competition gets tougher, which is why we're so proud to win the Grand Neal, as well as win in the Series category again. It's a testament to the exceptional efforts and talent of our entire editorial, design and testing staff. Months of investigative reporting, product testing, research and innovative design went into this special report on privacy. Winning this award is a great honor for all of us," Baskin noted.

For more information, contact *PC World* PR Specialist **Amy Dalton**, 415-978-3168, or amy_dalton@pcworld.com. WU

IDG Books forms publishing venture with Australian firm

IDG Books has formed a new company in Australia with Business and Professional Publishing, the publishing arm of Woodslane Pty. Ltd., the largest distributor of technology books in Australia and New Zealand. IDG Books has majority ownership of the new company, called IDG Books Australia.

"Woodslane has been our distributor in Australia and New Zealand since 1990," said IDG Books President **Steven Berkowitz**. "We are delighted to more closely align our local publishing operations with Woodslane founder David Scott, who from the very beginning shared our vision of creating an innovative global knowledge company. This new partnership will allow us to explore new publishing opportunities and, by enabling us to adapt our pricing to the market, will also give us an even greater competitive edge in the region."

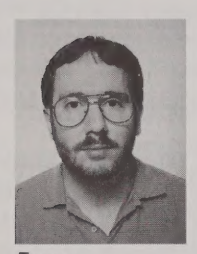
IDG Books Australia will publish, market, distribute and sell the company's titles. A number of IDG Books brands including ...For Dummies® books and the ...Simplified™ , Teach Yourself...VISUALLY™ Secrets® and Bible series, have already captured a growing share of the Australia/New Zealand market, one of IDG Book's major overseas markets. The new company will also publish local editions of IDG Books titles. David Scott and Tricia Wilden, director, Woodslane, will manage the new company.

The partnership advances a key part of IDG Book's global strategy: customization of titles for local markets. Woodslane recently published the Australian/New Zealand edition of QuickBooks® 5 For Dummies®. The book was adapted to the local market by a noted business columnist.

"We realize the importance of providing consumers with books in the local context, with information that is directly relevant to their needs. We expect IDG Books Australia will help increase the pace of our localization program," Berkowitz said. WU

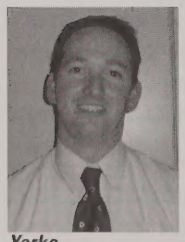
noteworthy people

Lundell


Tapper

Browne

Kirkham


Yorke

Horan

Promotions

IDC Senior Analyst, Personal Systems **Roger Kay** has been promoted to research manager, Personal Systems. "Since joining IDC, Roger has quickly progressed into a wider and more important role on the PC research team," said **Bruce Stephen**, group vice president, Personal Systems. "He now runs the desktop research practice within the Personal Systems CIS program, a role which includes managing two analysts, a schedule of publications and content quality. Roger has also emerged as an insightful desktop PC and overall PC market analyst. His visibility and expertise are reflected in frequent media mentions, including quotes in many print and online publications, as well as appearances on cable TV news programs, including a recent spot on CNNfn."

Web Producer **Andrea Duksta** moves up the *Network World* ladder to senior Web producer. "Since joining Network World Fusion, Andrea has greatly improved the quality of our online documents," said **Jean-Oliver Holingue**, Network World director of technology. "She reviewed numerous newsletters or Web pages copies, chasing bad links and making sure that everything is posted on time."

Also moving up at *Network World* is Information Web Specialist **Pam Kerensky**, who is now online database manager. "Pam has developed some large database systems that are used to track the demographics and profiles of our Fusion visitors," Holingue said. "The quality of the data warehouse she maintains allowed *Network World* to successfully launch many customized newsletters or vendor-sponsored messages; these e-mails are now sent to hundreds of thousands of people every week. Andrea and Pam made numerous contributions to our fast-growing online business and their promotions recognize their essential role in the technical online group."

New employees

IDG.net has hired **Thomas Lundell** as an online ad coordinator. He was previously with Dennis Interactive, where he was an associate producer managing multimedia projects. He has a B.S. in psychology from Union College in Schenectady, N.Y., and enjoys mountain biking and surfing, the latter of which he can do now, thanks to recently relocating from New York City to the San Francisco area.

Assistant Editor **Jonathan Seff** comes to *Macworld* from *Wired*, where he was assistant editor, features. He holds a B.A. in comparative literature from the University of California/Berkeley and a master's degree in journalism from the Medill School of Journalism. Outside the office he plays guitar and fly-fishes.

David Tapper has joined IDC as a market analyst in the Outsourcing program. He recently earned an M.B.A. from Boston's Northeastern University. Before that, David worked as a product manager and database manager at Yankee Publishing. He likes to read books on business and history, sculpt and exercise.

Previously a research editor/newsletter publisher with The Gartner Group, **Sandra Cummings** is now an editorial manager with IDC's Publishing Services and Technologies group. She has a B.A. in English from Amherst College in Amherst, Mass., and a daughter Elizabeth (5) and a son Tynan (1).

Lisa Browne joins the Human Resources Services Division/West in San Francisco as a human resources assistant. She was previously with Direct Placement Recruiting and holds a human resources degree from San Diego State University. She enjoys waterskiing and horseback riding and last year ran San Francisco's 10K Bay To Breakers race.

Kerry Kirkham has been hired by IDG Books' Foster City, Calif., office as an administrative assistant. She has a B.A. in English/creative writing from San Francisco State University and outside the office is a jazz musician.

IDG Global Solutions in Staines, England, welcomes **Matthew Yorke** as senior manager for international sales. He was previously advertising director at *The European*. A law school graduate and a qualified barrister at law at Gray's Inn, Matthew spends his free time playing soccer and golf and changing his new daughter's nappies.

Transfers

IDG Senior Vice President **Peter Horan** moves into a new position as Computerworld's senior vice president/corporate marketing and business development. Hired by IDG in 1991, "Peter was made president of IDG Marketing Services in 1994, where he excelled at creating outstanding value for our customers and our individual publishing units," said CW President and CEO **Jim Martin**. "In addition, he had global responsibilities that will prove invaluable to us as we work to leverage the *Computerworld* global product line as one of our very unique differentiators at Computerworld/U.S. Peter is extremely knowledgeable about technology, understands the nuances of many different market segments, and has a close connection with many senior executives at companies and their agencies that serve those market niches. Peter will not only help us sustain our strong strategic marketing programs but will help us create a field marketing unit to better serve the tactical needs of our sales organization, including development of strong, market-oriented sales presentations that will demonstrate our knowledge of the market, and help us bring solutions to our customers."

Information for the Noteworthy section may be sent to world_update@idg.com.

IDG WORLD UPDATE

service

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Ed Scannell *InfoWorld*

17
Maryann McAuley *IDG Research Services*

16
Lucy Sheehan *IDG*
Cynthia Sparrow *IDC*
Dorothy Theodoraki *IDG Denmark*

15
Christina Spence *Publish*
Leif Rasmussen *IDG Books*
Wolf-Dieter Lorenz *IDG Germany*

13
Melanie Guy *Computerworld*

12
Steve Tozeski *IDG List Services*
Ann Foley *Mac Publishing*

11
Eve Garvey *IDG*

10
Carol Hildebrand *CIO*
Judy Bonosaro *IDG*
Christopher Connery *Computerworld*

9
Ricky Liu *IDG Hong Kong*
John Kelley *IDG*
Tom Mathews *IDG*
Christina Corbett *InfoWorld*
Matthew Rothenberg *Mac Publishing*
Mary Porter *IDC*
Andrew Ware *IDC*

8
Cathy O'Leary Hayes *CIO*

7
Teresa Lin *IDG Hong Kong*
Jim Casella *IDG*
Bob Metcalfe *IDG*
Frances Whalen *IDG Research Services*
Allen Grome *IDG*
Nancy Coy *CIO*
Osmane Keita *IDG Czech Republic*
Antoinette May *IDC*
Aleida Kolodzieski *IDC*
Lilian Christiansen *IDG Denmark*

6
Tim Clarke *IDG International Publishing Services*
Sandy Kolste-Jimenez *InfoWorld*
Eva Pechova *IDG Czech Republic*
Eric Lewis *IDC*

5
Resa Altsher *CIO*
Susan Ciullo *IDG*
Christine Cahill *IDG List Services*
Nancy Miller *PC World*
William Barton *IDG Books*
Nathan Hill *IDC Hong Kong*
Dinesh Kumar *IDC New Zealand*
Tomoko Kiyotsune *IDG Japan*
Koji Kuwabara *IDG Japan*

4
Antonette Cutone *IDG*
Mike Weigand *IDG Games Media Group*
Cindy Sandor *PC Games*
Blane Ashby *IDG Books*
Roland Bischoff *IDG Germany*
Laura Hunt *Computerworld*

3
Graham Marsh *IDG Hong Kong*
Edward Chan *IDG Hong Kong*
Tom Field *CIO*
Kimberly DiClemente *IDG*
Richard Robinson *IDC U.K.*
Soline Chapuis *IDG France*
Carolyn April *InfoWorld*
Henri Froissart *PC World*
Linda Grubbs *PC World*
Joyce Pepple *IDG Books*
Elisabeth Mygind *IDG Denmark*
Yuka Hayakawa *IDG Japan*

2
Sumner Lemon *IDG Hong Kong*
Robert McMillan *Web Publishing Inc.*
Nancy Goodwin *IDG*
Leslie Mathewson *InfoWorld*
Susan Love *InfoWorld*
Robert James *PC World*
Thalia Karakitsios *PC World*
Jody Beaulac *IDC*
Melanie Posey *IDC*
Matthew Moran *IDC*
Karen Young *IDG Books*
Sestina Quarequio *IDG Books*
Gina Vakili *IDG Books*
Janni Gatzwiller *IDG Denmark*
Frederique Jacquot *IDC Malaysia*
Masakazu Hanawa *IDG Japan*

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Alicia Lynskey *IDG Hong Kong*
Catherine Chung *IDG Hong Kong*
Rain Burns *IDG Conference Management Co.*
Louise Pelletier *CIO*
James Donovan *IDG World Expo*
Vivan Miles *InfoWorld*
Ivan Novotny *IDG Czech Republic*
Michelle Brooks *IDC*
Michelle Liu *IDC*
John Lyons *IDC*
Sara Salzmann *IDG Books*
Stefan Kroll *IDG Germany*
Jason Bishop *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Help wanted: AIDS Walk co-chair

Deb Goldstein, president of IDG List Services, is looking to recruit a co-chair to help spearhead IDG's participation in the 14th annual AIDS Pledge Walk, to be held Sunday, June 6 in Boston. The primary responsibility of the co-chair is to motivate and communicate with the various team captains at each of IDG's Boston and Framingham business units. The co-chairs distribute pledge sheets, arrange for transportation from Framingham to Boston and back on the day of the Walk, and handle various other logistics involved in coordinating IDG's participation. "The time commitment is very modest, but the payback is tremendous in terms of helping to ensure that funds continue to be raised to fight this disease," Goldstein said. Anyone interested in helping may contact Goldstein at 508-370-0820 or deb_goldstein@idg.com.

Correction

A photo in last week's issue of *IDG World Update* incorrectly identified **Christer Bjorkin** (right) and **Michael Schebesta**, marketing directors for, respectively, *Computer Sweden* and *Natverk & Kommunikation.*

Change of address

IDC Finland has moved. The new address is:

IDC Finland
Jarrumiehenkatu 2
FIN-00520 Helsinki
Finland

Tel: +358-9-877-0466
Fax: +358-9-8770-4650

celebrating 10!

Name
Jayne C. Enos

Home
Boston, Mass.

Joined IDG
November 1988 as Tax Director

Current title
Vice President, Tax

Most challenging part of job
Dealing with tax authorities who are *always* looking for more money!

Best part of job
The people that I work with.

What's kept you for 10 years
The challenge and the people.

Interests outside of the office
Family, skiing and boating.

Family
Husband Gary and daughter Chelsey, 8.

Most rewarding thing you've ever done
It's a tie between marrying my husband and raising our daughter.

Proudest accomplishment
Our effective tax rate at IDG.

What ability do you wish you had
I wish I could play the piano as well as my daughter!

Five people--living or dead--you'd invite to dinner
My mother, father, Gary, Chelsey and John Travolta (for Chelsey).

Jayne Enos *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

Last good deed
Volunteered to be the treasurer of a small Boston school (of course it takes double the time that they said it would).

As a child, what did you want to be when you grew up
A professional tennis player.

Favorite vacation spot
Our house on Cape Cod--nothing is more relaxing.

Manager's profile
"Jayne is a tremendous asset to IDG. She is an expert on all phases of taxation and has saved IDG many millions of dollars. Jayne is a wonderful person, and I am proud to call her my colleague and friend."

— Ted Bloom, IDG VP, corporate controller/treasurer

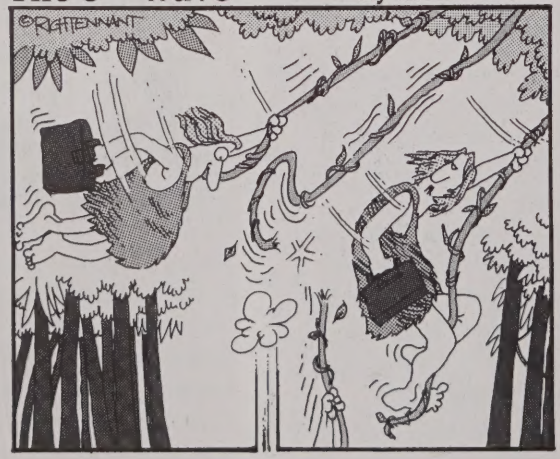
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, April 6.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's book of cartoons, *Version 2.0*, or an "Off line " T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* cup.

Fax your creations to 617-423-0712 or e-mail them via Lotus Notes (World Update) or world_update@idg.com.

The 5th Wave By Rich Tennant



and finally

Teamwork
Everyone's contributions count, no matter how small. In one game during his rookie season, former Chicago Bull Stacey King managed to score a single free throw while a teammate named Jordan was totaling 69 points. Asked afterward for his reaction to the whole game, King said, "I'll always remember this as the night Michael and I combined for 70 points!"

- Funny Business, Georgetown Publishing House, 202-337-8096.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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World Expo organizes LinuxWorld show at warp speed

By holding three LinuxWorld expos in the U.S. within nine months, IDG World Expo aims to put a lock on the No. 1 position for this event.

Slicing the standard lead time required to put together a new show from 12 to 18 months down to just six, IDG World Expo launched LinuxWorld Conference and Expo March 1-4. The event attracted 12,000 attendees, 1,300 conference attendees and more than 100 exhibitors to the San Jose (Calif.) Convention Center.

"There is no doubt that the IDG World Expo team is made up of the finest event management professionals in the world today," said IDG World Expo President **Charlie Greco**. "Without their efforts we would have never been able to pull this off!"

Greco said that IDG was quick to see the importance of Linux, the Unix-like operating system that offers PC users an efficient, fast--and free--alternative to expensive Unix systems. Approximately 15 million users worldwide have adopted the system. Last October IDG simultaneously launched the *LinuxWorld* Web magazine and announced the conference and exposition. Greco claimed LinuxWorld Conference and Expo represents one of the fastest launches of an event of its size in IT trade show history. *LinuxWorld* magazine is already recognized as the most credible source of Linux information online.

"We broke many traditional molds in producing this event," Greco noted. "The first strategic move was to launch the show quickly in order to capture the No. 1 position. The second was to come right back to the same facility five months later [LinuxWorld Conference and Expo will be held again Aug. 9-12 at the San Jose Convention Center], and, at the same time, announce a third event on the East Coast at the Washington, D.C., Convention Center in January 2000."

continued on page 4

Redesigned *PC World España* is first to offer DVD-ROM cover mount

Some of the PCW España staff who worked on the January 1999 issue, which included a DVD cover mount, take a break from their busy schedule. Seated (left to right): ***Jorge Pascual****, manager, IT dept.;* ***Sergio Saenz****, advertising director;* ***Isabel Campo****, editor-in-chief;* ***Beatriz Sanchez****, executive editor. Standing (left to right):* ***Cristina Machado****, editor;* ***Paula Bardera****, editor;* ***Maria Blazquez****, editor;* ***Enrique Ribas****, editor;* ***Fernando Reinlein****, technical editor;* ***Fátima Ruiz****, editorial assistant;* ***Aurelio Llorente****, technical editor;* ***Oscar Garcia****, test lab coordinator;* ***Elena Baltasar****, editorial assistant;* ***Maria Ruiz****, advertising;* ***Felipe Corsino****, technical editor.*

PC World España's January 1999 issue packed a powerful one-two punch. First, the title emerged as the first IT publication in the Spanish market to include a DVD-ROM cover mount. Second, *PC World España* unveiled a redesign that had been in the works since last summer.

Looking to make a big impact for the 150th issue of *PC World España*, the staff decided to use history as a guide. *PC World España* has always been a pioneer since its debut 14 years ago: it was also the first in its market to give readers a diskette cover mount and a CD-ROM cover mount.

"With this issue, we reaffirm our commitment to our readers to provide their homes and workplaces with the latest information about information technology, and with the most advanced media," said IDG Spain Managing Director **Paco Zabala**.

The DVD disc contains more than four gigabytes of information and interactive video and can be used on a PC, a DVD reader and a DVD-Video device. The

continued on page 5

in brief newsworthy

GameProWorld.com slated for May debut

As a way to provide a broad range of entertainment information, IDG Games Media Group will launch an interactive entertainment Web portal called GameProWorld.com this May.

Building on the strength of *GamePro* magazine, the fifth-largest male teen magazine in the country, the new site will offer gaming news, reviews and previews initially through four primary channels: GamePro.com (for video console gamers), PCGamePro.com (for computer gamers), MacGamePro.com (a new site for Mac gamers) and NetProWorld.com (for entertainment and lifestyle information).

A recent survey of *GamePro* and *PC Games* readers by MediaMark Research, Inc. showed that while they favor gaming sites, this audience--primarily male, ages 18 to 30--also regularly visit entertainment, sports and music sites. As a result, GameProWorld.com has been conceived as a super site to attract a large audience with broad entertainment needs. "It will contain up-to-the-minute video and computer game reviews, cheats, codes, and downloads, as well as a wealth of information about sports, music, movies and activities that teens and young men want, all in one place," said IDG Games Media Group Senior Vice President **Cynthia Sandor.** "Our aim is to have online visitors come to GameProWorld.com every day, before they go anywhere else on the net."

Sandor will head up the newly named Internet Division and take responsibility for GameProWorld.com and future online initiatives. While *GamePro* has had a Web presence for more than two years, and *PC Games* for slightly less time, the online sites were not managed by a separate entity. WU

Solutions Integrator launches SI Impact Awards program

SI Impact Award categories

Solutions Integrator Categories
Best Enterprise Solution
Best Migration Solution
Best Intranet/Extranet Solution
Best Remote Management Solution
Best Wide Area Solution
Best Customized Application Solution
Best Customer ROI Solution
Best E-Commerce Solution
Best Outsourcing Solution
The Marketing Award
The Service Award
The New Business Award
The Customer Satisfaction Award
The Phoenix Award
Solutions Integrator of the Year

Vendor Categories
Best Network Hardware
Best Storage Hardware
Best Storage Software
Best Enterprise Application Package
Best Enterprise System Management Solution
Best Enterprise Server (hardware)
Best Workgroup Server (hardware)
Best Workstation (e.g. Unix workstation)
Best Desktop Computer System
Best Groupware/Messaging Software
Best Middleware
Best Development Environment
Best E-Commerce Solution
Best Security Solution
Channel Program of the Year

Solutions Integrator magazine this month launched its SI Impact Awards program designed to recognize and encourage excellence among solutions integrators and their vendor partners.

The program will honor 15 integrators and 15 vendors in a total of 30 categories.

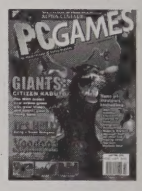
"Solutions integrators' ability to help their clients make smart choices about the use of complex technology to solve business problems has never been more important or in greater demand," said **John Russell**, vice president and editor-in-chief. "Our goal is to celebrate the success of the solutions integrator community by shining a spotlight on best practices and showcasing the impact they and their vendor partners have had on the business of their enterprise customers."

The program is self-nominating and entries will be accepted until April 30. A panel of experts drawn from the industry and from *Solutions Integrator's* editorial staff will select three finalists in each category. Finalists will be posted to the Web for Internet-based voting which is open to the industry and will include *Solutions Integrator* readers and IT managers at end-user companies. Winners will be announced Aug. 5 at the first annual SI Impact Awards ceremony in San Diego.

The awards ceremony coincides with IDC's Solutions Integrator Forum, a two-day event for executives from integration companies, value-added resellers, independent software vendors, and consulting firms. For more information on the SI Impact Awards program, visit www.siimpactawards.com or call **Amanda Lawatsch** at 650-294-7838.

To find out more about IDC's Solutions Integrator Forum, visit www.idc.com/events/sif_or call **Liz Gagliardi** at 508-935-4002.

IDG Games Media sells *PC Games* to focus on gaming site



IDG Games Media Group announced this month that it will close *PC Games* magazine after the April issue. The subscriber file and trademark have been sold to Imagine Media Inc., publisher of market leader *PC Gamer*. Imagine Media will not publish *PC Games* but will retain rights to the name for use in future projects. *PC Games* began publication in 1988 as *PC Entertainment*.

Coverage of the PC gaming market will continue in print via *PC GamePro*, a monthly supplement to IDG's *GamePro* magazine, and on the Web as part of IDG Games Media Group's newly announced interactive entertainment Web portal GameProWorld.com (www.gameproworld.com).

"The continued consolidation of PC gaming companies, together with increasing competition from alternative media, make the opportunities for us online very clear," said IDG Games Media Group President **John Rousseau**. "GameProWorld.com will provide exactly the kind of interactive advertising vehicles our customers have been looking for." WU

New IDC Finland address

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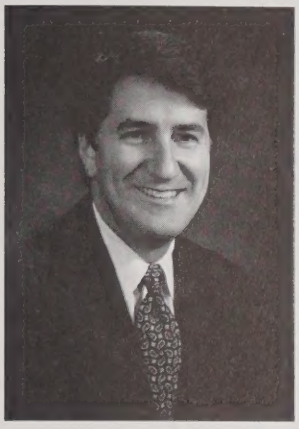
Fax: +358-9-8770-4650

executive

Q and A

Kelly Conlin
The president of IDG is this week's columnist.



"Our most successful business units online have been keenly focused and quite successful in weaving online into the newsroom so that there isn't a schism between print and online."

Q It seems like my business unit managers only recognize the work done by the online staff. All of us still working in print feel undervalued, even though our products are still the ones that produce the majority of the revenue despite this current rough sales period. Lots of us are ready to trade print for online careers now, if not at IDG then elsewhere. How does IDG plan to retain the staff it needs to continue print publications?

A This is indeed a challenging issue, and it was the reason why several years ago we did not carve out the online efforts of each publication to create a separate, single online business unit. Our strategy was based on the idea that each audience we serve around the world would need to have specific, targeted content, and that such information should be delivered in print as well as on the Web. In other words, our segmentation was by the audience we were serving, not the medium by which it is served.

The editor-in-chief of a publication is in the best position to develop content that is the most compelling for his or her audience--in print as well as online. Our most successful business units online have been keenly focused and quite successful in weaving online into the newsroom so that there isn't a schism between print and online. This isn't just in writing, but in design, in production systems, in marketing, etc.

Journalism in the future will, I think, be best practiced by those who recognize the inherent strengths of each medium. The print story can introduce a topic with compelling graphic impact and enduring credibility, online can complement the story with links to more information, prior articles and other interviews, forums and discussions, etc. Being conversant and comfortable in both media is at the heart of our organizational philosophy online. We must also realize this is a work-in-progress, and that we need to focus on making the transition successfully.

Recently, I had the honor of attending the celebration that was held for the *PC World* editorial team in winning the Grand Neal--the Pulitzer Prize of the business press--and the dozen or so contributors to that print story on "Privacy in the Internet Age" were mighty proud of what they had done, not only because of what they had won, but also because of the impact that a story spread over so many pages, with such excellent art direction, can have. We need to ensure we celebrate the excellence of our editorial content, not only in forums like that, but in all the day-to-day contributions that make IDG the most honored company for editorial distinction in our industry.

Q We're seeing an advertising contraction in the U.S. Should we expect similar market manifestations in the other global markets, such as Europe, in the same fashion as the technology maturation and adoption process typically migrates globally?

A Our managers outside the U.S. are forecasting double-digit revenue growth, which would make this the best year in history for our international publishing units.

While we live in a world where technology migration happens nearly instantaneously, there are some key differences between markets that affect advertising trends. In the U.S. market, for example, there has been a broadening of media targets, but the majority of advertising dollars are still allocated to the computer press. At its height, the computer press in the U.S. was receiving about two thirds of all computer advertising expenditures. In Europe, the strength of national newspapers and television was a key reason why computer publishers historically only received about one third of all computer advertising expenditures. In recruitment advertising, which is a key driver of growth in Europe, just the opposite is true. Strong local newspapers in the U.S. have given them a disproportionate share of recruitment advertising, while in Europe the IT weeklies have a much higher share.

There are also characteristics of each market that affect IT demand, whether it be the euro adoption, the Asian recovery or industry deregulation. And there is a wide variety of online adoption and usage throughout the world, which also affect advertising allocation decisions.

The breadth of IDG--our local roots combined with our global infrastructure--allow us to absorb the ups and downs of each market, focusing on the longer-term interest of ensuring we can deliver global solutions to our customers, despite whatever shorter term economic cycles we endure in one market or another.

*Please send questions for regular Executive Q and A columnists IDG Chairman **Pat McGovern**, President **Kelly Conlin** and Chief Operating Officer **Jim Casella** to world_update@idg.com. All questions are forwarded anonymously.*

The tale of Tux

Go to almost any Linux-related Web site and you'll see a penguin of some sort. Why? According to Linux creator Linus Torvalds, the penguin embodies much of what Linux is all about. "Some people have told me that they don't think a fat penguin embodies the grace of Linux, which just tells me that they have never seen an angry penguin charging at them in excess of 100 mph. They'd be a lot more careful about what they say if they had."

According to **Kristin DeAngelis**, IDG World Expo marketing manager, Tux, as the official Linux mascot is known, was modified for the LinuxWorld Conference and Expo logo to serve as an identifier for both the developer and corporate management worlds.

Show favorites honored during expo

Announced during the show, the LinuxWorld Conference and Expo Show Favorites Awards were voted on by attendees on the first day of the expo. **Nick Petreley**, editor-in-chief of *LinuxWorld*, and **Charlie Greco**, president of IDG World Expo, presented the awards from the show floor.

Among the awards given out were the following:

- Scientific/Engineering: VA Research
- System: S.u.S.E. Linux 6.0
- Web site: www.slashdot.org
- Multimedia: Loki Entertainment
- Peripherals: Adeptec
- Killer App Award: Corel Software
- Significant Achievement Award: LinuxCare

LinuxWorld

continued from page 1

Greco said the decision to produce three LinuxWorld events in nine months will ensure LinuxWorld Conference and Expo will sustain its No. 1 position while making it difficult for other events to compete. "We cannot recall any other IT event launch with that aggressive a launch pattern," he said. "While all of this activity has been going on domestically, LinuxWorld has been announced in both Japan and Singapore, and we are moving quickly to establish other events in Germany and the U.K."

According to **Juliana Benson**, IDG World Expo marketing director, the only other Linux shows are small users-group events. However, shortly after the successful run of LinuxWorld Conference and Expo in San Jose, a number of event management companies announced their versions of a Linux event in the U.S., France, Japan and the U.K. "We are gearing up strategically to deal with all of the new company we have," she said. "We believe that LinuxWorld Conference and Expo can dominate this market as Macworld Expo has for 14 years."

Jean Bozman, IDC research manager for the Server Operating Environments and Software Platform Service, said paid Linux server operating licenses worldwide for 1997 accounted for 6.8% of the 3.5 million unit market, while in 1998 they accounted for 17.2% of the 4.4 million unit market.

"This means Linux is growing the market," she said. "Why? It's a phenomenon of the Internet; it's very inexpensive; and you can use it on old hardware, which makes for substantial up-front savings."

IDC's Windows NT Server '97 Adoption Survey notes that unit sales of Linux grew 20% from '96 to '97 and predicts that growth will continue to be fueled by the migration of business to Linux.

The show's keynote address by Linus Torvalds, creator of Linux, drew more than 6,000 of the Linux faithful, which, according to Greco, was an IDG record keynote for a U.S. event.

"It's like when Catholics go and see the Pope," one developer in the crowd told IDG News Service U.S. Correspondent **James Niccolai**. "Linux developers like to see Linus in person."

*IDG President **Kelly Conlin** (right) introduces Linux creator Linus Torvalds at this month's debut of LinuxWorld Conference and Expo.*

Thanks to the overwhelming response to his speech, Torvalds agreed to participate in an impromptu panel the next day called "The Continuing Revolution," in which he debated Linux issues with Linux visionaries Richard Stallman, Guide Van Rossum and Larry Wall. More than 2,000 conference goers attended.

The show garnered not only a crush of attendees but mainstream media exposure as well. Stories appeared in a variety of places, from CNNfn and *Business Week* to *The New York Times* and *Le Monde*.

Greco said that IDG World Expo worked very closely with several other IDG business units to get the show off the ground so quickly. "Without IDC research, we would have never been able to ascertain the breadth and depth of this emerging market. It's always comforting to know that with any new endeavor, how quickly the IDG forces can rally around. Without the contributions of *LinuxWorld* magazine, IDC, *Computerworld*, *InfoWorld*, *Network World*, *Macworld*, *PC World* and IDG List Services, none of this could have been possible."

> *"It's always comforting to know that with any new endeavor, how quickly the IDG forces can rally around. Without the contributions of LinuxWorld magazine, IDC, Computerworld, InfoWorld, Network World, Macworld, PC World and IDG List Services, none of this could have been possible."*

Rounding out IDG's presence in San Jose were IDG Books authors Jon Hall (*Linux For Dummies*) and Kevin Reichard and Patrick Volkerding (*Linux Programming*, among others) who signed books and met with the press. IDG Books sold more than $14,000 in books during the show.

For more information, contact IDG World Expo Marketing Manager **Kristin DeAngelis** at 508-424-4823 or kristin_deangelis@idg.com. More conference information can be found online at www.linuxworldexpo.com. WU

Job Opportunities -March 22, 1999

Account Executive (CHSG)
Responsible for working with three Regional Mangers in Northern California to sell display advertising space in Solutions Integrator Magazine. The candidate will work with the regional managers to help prospect for new clients, respond to current client requests, including RFPs, and prepare account/competitive summaries and research. Other prospecting and customer service responsibilities will also be required. *Location: San Mateo, CA*
Contact: B. Barnette, Fax: 650-294-7801, Phone: 650-294-7854, Email: brandi_barnette@idgchsg.com

National Sales Director (CHSG)
We're seeking a highly innovative, creative sales professional who will be responsible for maximizing national advertising sales and market share for Solutions Integrator magazine, overall strategic sales direction, and coordinating sales with other IDG publications. Must have leadership expertise and teamwork skills to develop innovative sales strategies, direct our successful sales team and to work with all business units associated with this publication. Excellent communication and management skills required. Recent and previous experience selling publishing directly to national accounts required. Direct knowledge and experience of IDG selling and work practices strongly desired. Well-established contacts and channel experience is highly desirable. Heavy travel required.
Location: San Mateo, CA
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Staff Writer (CW)
Computerworld is seeking a Staff Writer for a 30 hour per week position to cull product releases and to generate product briefs each week. As the writer gains experience, they will also write weekly print and occasional daily online news stories for the assigned beats as well as feature articles as assigned. Expected to follow product news and a technology beat closely and propose majority of coverage for that beat. Product-brief emphasis is on new products aimed at enterprise-level users. News story emphasis is on enterprise-level users' issues and strategies for solving business problems and taking advantage of business opportunities through strategic use of technology. This Staff level news position requires a journalism background with 1 - 3 years experience in the computer trade press, business press, or general press covering business and/or technology issues.
Location: San Mateo, CA or Framingham, MA
Contact: Patricia Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@computerworld.com

Intern, Support Services Database (IDC)
The Services Group has a part-time internship opportunity (15 - 20 hours per week) for an independent self-starter to research, update, and maintain IDC's Support Services Database. The ideal candidate must be organized, inquisitive, detail-oriented and capable of working with many different sources of data, including the Internet. Strong communication skills are required. In particular, the position requires an individual who is capable of utilizing various resources, such as Internet, library and telephone to track the service and support offerings of leading IT companies. PC and data entry skills are required. Experience with Microsoft Word and Excel is helpful. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

Consulting Manager, Global Research Services (IDC)
IDC's Global Research Services groups is seeking a Consulting Manager who will be responsible for managing and executing international consulting projects for major IT suppliers. Candidates must have a proven track record of working in a highly deadline oriented environment. Background should include experience in all phases of the consulting process - business development, proposal writing, project management and execution. Experience working with market models and primary research is required. Technical background in creating and using databases and advanced spreadsheet capabilities are essential. An understanding of the IT marketplace is highly desirable, knowledge of International environment is a plus. College degree and 5 years experience required. MBA preferred. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Analyst, Storage Semiconductors (IDC)
IDC's Semiconductor Research Group is looking for an individual with excellent verbal/written communication skills, strong forecasting and analytical experience, to be a part of our growing team. Responsibilities for this analyst position include tracking and forecasting semiconductor content within hard disk drives, DVD, Flash card, and other mass storage application areas. The successful candidate will conduct system tear-downs, conduct vendor interviews, be detail-oriented, and able to work as a team member. At least 2 years experience required. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Account Executive, Strategic Accounts (Telecom) (IDC)
IDC is seeking an outside Sales Professional with 5 to 10 years selling and quota carrying experience. Strong familiarity with computer and/or Telecom industry a plus. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to Sales Director for Telecom. Position will be responsible for finding new business within nonexisiting IDC accounts throughout the US. Position requires 40% overnight travel. Candidates should have very strong and assertive phone and selling skills, and be a good team player. Strong computer skills a plus. *Location: Framingham, MA or Mt. View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Research Analyst, IDC Italia (IDC Italia)
IDC Italia is seeking a Senior Research Analyst who is recognized as an IT expert and has good knowledge and experience in this area. Candidates should have good customer relation skills, the capability of managing new projects from the planning to the implementation phase, including the presentation of results. Teamwork capability is fundamental. Flexibility, initiative, problem solving, interpersonal skills are all required skills. Language requirements: excellent level in Italian and Spanish. University Degree and 3 + years of experience in the Market Research Sector or in the Market Planning Department of a IT industrial reality required.
Location: Milano, Italy
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314 Email:idc_jobs@idc.com,

Unix Systems Administrator (IDG Global Comm)
IDG Global Communications in San Mateo, CA is currently seeking a Unix Systems Administrator. Duties include the administration of UNIX servers, routers, network hubs, and Internet firewalls. Providing network IP management as well as network mail and names services. Troubleshooting network problems and providing suggested solutions. Developing and maintaining a backup program to provide network recovery in the event of server or location loss. The qualified candidate must have a BS or equivalent in Computer Science. 3-4 years experience in Unix environment, a strong network protocol background as well as knowledge of Sun Solaris, Sun OS, Domain Naming service (DNS), Send mail configuration, Network, and Simple Mail Transport Protocol (SMTP). Use of NT, Cisco hubs and routers, WAN/LAN experience, a demonstrated ability to evaluate and report on new technologies would be helpful.
Location: San Mateo, CA
Contact: D. Garza, Fax: 650-524-5730, Phone: N/A, Email: globalcomm@idg.com

Sales Assistant (IDG Global Solutions)
The selected candidate will provide multi-functional support for two Directors of National Accounts and be responsible for servicing top US advertising clients. Responsibilities will include sales proposal coordination, sales research, and client service. The individual must be highly organized, have strong communication skills and posses a high level of professionalism. The individual must be able to manage multiple priorities and be PC proficient. Requirements include a Bachelor's degree and at least 2 years of business experience, marketing/sales experience a plus. *Location: San Francisco, CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

On-line Account Executive (IDG.net)
The On-line Account Executive will work closely with the Sales Representatives to build and maintain strong client relationships. The AE will work in conjunction with the sales team and site representatives to develop comprehensive proposals for prospective clients. The AE will also be responsible for coordinating all "post-sale" account activity, including both campaign and competitive analysis reporting. In addition, the AE will work with the Trafficking Coordinator to ensure the timely posting of all on-line campaigns. Qualified candidates must be highly organized, service- and detail-oriented self-starters who can manage multiple tasks simultaneously and work well under deadlines in a fast-paced work environment. Experience in news media for an ad agency, tech support, ad sales or Web publishing is extremely desirable. *Location: San Francisco, CA*
Contact: S. Huseby, Fax: 415-267-4558, Phone: 415-267-4517, Email: springer_huseby@idg.net

Associate Editor (PCW)
PC World is looking for an associate editor to join its award-winning Features team. Candidates should have a thorough knowledge of issues in the computer industry; 2 to 3 years of writing and editing experience for print or Web publications; the ability to produce polished, engaging feature stories for a consumer audience; and the ability to work rapidly and accurately under pressure.
Location: San Francisco, CA
Contact: D. Tynan, Fax: 415-442-1891, Phone: 415-267-1762, Email: daniel_tynan@pcworld.com

Senior Associate Editor (PCW)
PC World is looking for a smart, savvy features editor who can handle a broad range of articles from hands-on product evaluations and how-to stories, to investigative reporting pieces. Superb writing and editing skills and a thorough grasp of project management are essential. Must have at least three years experience working as an editor for a print or Web publication and thorough knowledge of personal computer products and companies. *Location: San Francisco, CA*
Contact: D. Tynan, Fax: 415-442-1891, Phone: 415-267-1762, Email: daniel_tynan@pcworld.com

Business Analyst (PCW OSG)
The Business Analyst will be responsible for expanding and improving PC World On-line's usage reporting structure and developing and producing daily, weekly, monthly, and special request reports for multiple sites and departments. Using these reports and other business data, he/she will interpret trends and establish relevant business analysis to assist management in making business decisions. The Business Analyst will also be responsible for the production of PC World's weekly newsletter, "World Watch" and will play a large role in the quarterly circulation audit. Qualifications include strong excel skills, an understanding of databases and Windows NT, knowledge of SQL server, and familiarity with Marketware hit list analysis tools. Applicants must have excellent writing skills and demonstrated analytical abilities. *Location: San Francisco, CA*
Contact: K. Coldwell, Fax: 415-974-7316, Phone: 415-978-3290, Email: kate_coldwell@pcworld.com

Management Associate (PCW OSG)
Each of four Associates will be given a core assignment in sales, technical or business development closely matched to his or her individual interests, in combination with a series of ancillary project responsibilities structured to provide a solid understanding of the fundamentals required to create and deliver a electronic publishing product from concept to distribution and designed to expand publishing competence around that core. Initial assignments are for a 9 to 12 month period reporting to OSG department heads for core assignments and to the Publisher of the PCW On-line Services Group for ancillary projects. At the conclusion of each Associate's term, they will be placed in competition for line positions either within PCW OSG, PC World Communications or at other IDG publications. To be competitive, applicants should combine impressive academic records with management responsibility in publishing-related extracurricular activities and/or previous internships/work experience in print or electronic media.
Location: San Francisco, CA
Contact: K. Coldwell, Fax: 415-974-7316, Phone: 415-243-0500, Email: kate_coldwell@pcworld.com

"Wish you were here...

IDG Employee Referral Bonus Plan

Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.

RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision

Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: **$500 $200**

PC World España gets around

Paid subscribers: 14,000
Newsstand sales: 60,000
Qualified subscribers: 30,000
Print run: 128,000
Total readership: 415,000

¿Sabias que?

The four official languages in Spain are Castilian (spoken in most of Spain), Catalan (in the Catalonia region in the northeast), Gallego (in the Galicia region in the northwest) and Basque (in the Basque region in the north). *PC World España* is written in Castilian but sometimes includes information in the other Spanish languages. For example, the *PCW España* Web site includes a utility developed by the *PCW España* test lab, PCEuro v1.0, that converts Spanish pesetas to euros, and vice versa. **Jorge Pascual**, *PCW España's* technical chief and the person who authored the utility, is about to sign an agreement with the local governments in Catalonia, Basqueland and Galicia to translate the utility into the respective local languages.

PC World España

continued from page 1

contents included an abridged version of the Planeta Focus 99 encyclopedia, the operating system FreeBSD, the content indexes of *PC World España* since 1985 and a selection of high-quality games.

The DVD was produced entirely by IDG Spain. The only expense the company incurred was for the duplication of the DVD itself. IDG Spain negotiated no-fee agreements with other companies to provide the content, including an agreement with MovieRecords, the distributor for the major movie companies in Spain. Logos of the companies that provided content were included on the video within the DVD.

While the DVD cover mount was a great coup, *PCW España* has no plans to include another DVD soon, as the cost is too high and the number of DVD readers in Spain is relatively low. Newsstand sales, which account for 80% of the magazine's circulation, didn't have as big a jump in January as the staff had hoped, though *PCW España* gained a 5% increase in newsstand sales over December 1998.

Advertisers, however, were very enthused about the DVD cover mount. The January issue of *PC World España* had 12% more advertising pages than its closest competitor, *PC Actual*. *PC World España* is considered the circulation leader, with 5% more sold issues than VNU's *PC Actual*, although it usually trails in ad pages. However, *PC Actual* has a slightly different focus, geared more toward consumers and a younger audience overall than *PCW España*, which is more business-oriented.

As another way to celebrate its 150th issue, *PC World España* invited readers to complete two surveys: the Brand Awareness study conducted by nine *PC World* magazines worldwide this year, and a local market survey on the use of electronic data processing in small and medium-size companies. A random drawing to give away close to 200 donated prizes was held for readers who answered both surveys.

PC World's redesign, according to Editor-in-Chief **Isabel Campo**, aims to make reading easier amidst a more attractive layout. More sidebars, summaries and boxes with information, all with an increased use of color, have been incorporated to grab the reader's attention. The publication now includes more white space to make pages more readable and uses more graphics and illustrations than ever. In terms of content, *PC World España* now devotes more space to the information about small and medium-size enterprises.

For more information, contact Isabel Campo at isabelc@idg.es. WU

South African licensee launches channel publication

A new addition to IDG's global channel publication suite is *The Weekly Channel*, a publication aimed squarely at South Africa's dealers, value-added resellers and retail market. Launched in mid-October by long-time IDG licensee TML Trade Publishing in Randburg, S.A., *The Weekly Channel* has carved out a reputation as a respected channel news publication despite stiff competition from two incumbents.

The company knew it would face an initial challenge garnering advertising support by launching at the beginning of South Africa's summer season--most companies close completely during December and start winding down during November so everything tends to be left until the new year--but the publishers felt that it was important for the publication to be well-established by the time advertising budgets were allocated at the start of 1999. "Advertising was slow for the first two months," confirmed Editor **Paul Furber**, adding that in December, only one issue was published. "However, as expected, the response since the beginning of January has been terrific. The advertising revenue has doubled what it was in the first few issues and there are a number of contracts in the pipeline. Advertisers feel that the other channel publications [one a monthly, the other a fortnightly] are a duplication of each other and that a weekly was long overdue."

the WEEKLY Channel
THE NEWSWEEKLY FOR THE TECHNOLOGY RESELLER
IN THE CHANNEL
Ho-ho-ho, UP the sales go!
Ascend and Lucent to Merge
US Govt rests its case against Microsoft

For more information on The Weekly Channel, contact Editor ***Paul Furber*** *at paulf@tmltrade.co.za.*

The Weekly Channel has an initial circulation of 3,500, and Furber said he expects that number will increase to 4,000 by June. While the original subscriber list was culled from dealers who currently read the company's other IT titles, *Computing S.A.* and *Network World*, Furber said they are in the process of converting to a 100% qualified subscriber base.

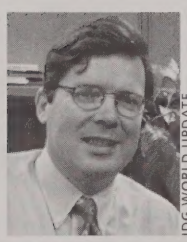
The South African dealer channel is very important in the local market, as distributors do not sell directly to the end-user corporate market and therefore rely heavily on dealers to promote their products. "We launched this publication based on research done initially by some of the country's major distributors who found that their dealers were turning to the weekly trade press for information. We followed up with our own research which simply confirmed this finding.

"A weekly is a real challenge," said Furber, "but we felt the dealer market changes so fast that the frequency needed to be aggressive." WU

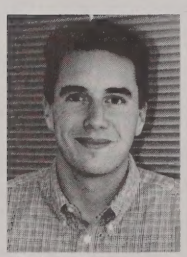
noteworthy people

Lattig

Steele



McCarthy


McIntosh

Promotions

PC World Copy Editor **Kim Saccio-Kent** makes the move to copy chief of PC World Online. "After two years as a valued member of *PC World* magazine's copy desk, Kim agreed to plunge into the fast-paced environment of online editorial production," said **Rebecca Freed**, PC World Online managing editor. "Her organizational skills, motivation, and dedication to perfection are well known to her colleagues. Here in the online group, Kim has pitched in on a wide variety editing and writing assignments and has been instrumental in allowing us to post early news from the East Coast. She has also played a key role in documenting our evolving production processes."

IDC Semiconductor Senior Analyst **Kelly Henry** has been promoted to research manager of the Consumer Devices group. Kelly "built IDC's CPU research into a highly regarded resource for both the industry and Wall Street," said **Kevin Hause**, program manager, Consumer Devices. "Kelly brings to the Consumer Devices group a deep understanding of the technology that will drive many of the new devices we will be using in the future, as well as an understanding of the PC market and its outlook. Her experience and technical knowledge will help us develop our research in the fast-growing and high-interest areas of gaming, consumer PC and computing trends, and home networking."

New employees

InfoWorld has hired **Michael Lattig** as a reporter for the client/server section. He was previously with Copithorne and Bellows Public Relations, where he was an account manager. He holds an English B.A. from the University of California/Santa Barbara and enjoys baseball, music and traveling, as evidenced by his driving 20,000 miles in four months around the U.S. last summer.

Previously an associate features editor with *LAN Times*, **Johan Rindegard** is now *InfoWorld*'s newest associate editor. He holds English teaching credentials from San Jose (Calif.) State University and a B.A. in journalism from San Francisco State University. He plays the drums, hikes, scuba dives and last year ran the Midnight Sun Marathon as a fundraiser for the Leukemia Society of America.

Chantelle Finney joins *InfoWorld* as a sales associate. She previously worked as a dental assistant and is currently studying at Cañada College in Redwood City, Calif.

InfoWorld has also hired **Aaron Gallagher** as a Mid-Atlantic account executive. He was previously a senior sales representative with The Staywell Company and sold health information products in the managed care market. He holds a B.A. in English from the College of the Holy Cross in Worcester, Mass. Away from the office, he likes to ski and travel.

Recruiting Specialist **Eleanor Mazzaglia** joins IDC's human resources department in Framingham, coming from Boston University Law School, where she was a recruiting and marketing manager. She has a B.A. in political science from St. Michael's College in Winooski, Vt., and an M.S. in counseling and higher education administration from Boston's Northeastern University.

IDG's Channel Services Group has hired **Bob Jenkins** as senior financial analyst. He was previously regional financial manager for Securities Technology Group. He holds a B.S. in accounting from California Polytechnic State University in San Luis Obispo, enjoys soccer, volleyball and golf, and claims to be surviving parenthood--"so far."

Previously a marketing events manager at Cisco Systems, **Tricia Steele** is *Computerworld*'s director of relationship marketing. She graduated from the University of Phoenix with a B.S. in business administration. When not decorating or trying new restaurants, she tries to keep her two puppies from tearing apart her new home.

Victoria Lee is IDG Books' newest copy editor. She comes to the Foster City, Calif., division from the McGraw-Hill Companies, where she held a similar position. She earned a B.A. in communications from Rowan University in Salisbury, N.C., and collects PEZ dispensers.

U.S. Correspondent **Jack McCarthy** comes to the IDG News Services' San Francisco office from *The Press-Enterprise* in Riverside, Calif., where he was a senior writer. He is a graduate of the College of the Holy Cross (B.A.) in Worcester, Mass.; the Monterey Institute of International Studies (M.A.) and Tufts University's Fletcher School of Law and Diplomacy (M.A.) in Medford, Mass. When not being a two-child parent he likes to play basketball and garden.

Transfers

Christian McIntosh moves north from IDG Books in Foster City, Calif., to PC World Online in San Francisco. At IDG Books he worked as an online editor, writing book reviews, promotional material and a weekly column. He will be a reporter/editor for PCW Online. Prior to joining IDG he was an associate editor for Wine Business Publications and Smart Wine Online. He has also done travel writing for the online magazine Salon.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Correction

The March 15 issue of *IDG World Update* incorrectly listed the job **Jonathan Seff**, now assistant editor/features at *Macworld*, held previously at *Wired*. He was a research intern.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

14
Terry Lee *IDG Australia*
Ellie Leishman *Mac Publishing*

13
Michael Sullivan-Trainor *IDC*

12
Karman Cheng *IDG Hong Kong*
Patricia Sims *IDG List Services*
Susan Cardoza *FCW Government Technology Group*
Richard Villars *IDC*
Michele Winiker *IDC*

11
Vibeke Whitehead *IDG New Zealand*
Michael Carroll *PC World*
Kirk Campbell *IDC*

10
Margarita Chiango *IDG*
Robert Sawdon *CIO*

9
Denise Haines *IDC*
Maureen Roberti *Computerworld*

7
Nancy Hannagan *IDG List Services*
Christine Gee *Web Publishing*
Robert White *IDC U.K.*
Dominique Mercenne-Houdin *IDG France*
Hélène Truffaut *IDG France*
Birgitte Rygaard *IDG Denmark*
Judith Kokernak *Computerworld*

6
Kris Cunningham *InfoWorld*
Klaus Breu *IDG Germany*

5
Sue Wunderlich *FCW Government Technology Group*
Helen Saull *IDG Australia*
Kristina Pappas *IDG Books*
Atsushi Machino *IDG Japan*
Kevin Fogarty *Computerworld*

4
Armando Lazo *IDG Int'l. Publishing Services*
Fabienne Valat *IDG France*
Jacki McDonald *IDC*
Peter Bochner *Computerworld*

3
Lisa Lauze *IDG*
Allyson Bates *Mac Publishing*
James Buckley *IDG Global Solutions*
Holmes Mengle *IDG Books*
Daniel Toumbas *IDG Denmark*
Clare Hirst *IDG Global Solutions*

2
Pamela Pfiffner *Publish*
Kirstin Mills *IDG New Zealand*
Kalai Murugesan *PC World*
Amy Fausset *IDG Books*
Shigehiko Osa *IDG Japan*
Jennifer Hedges *Computerworld*

1
Mirna Tisdale *IDG*
Ruth Constable *IDC U.K.*
Jonathan Rinzler *IDG Games Media Group*
Margaret Hancock *IDG New Zealand*
David Hayward *PC World*
Chris Patterson *PC World*
Carol Pragides *PC World*
Tina Phelps *PC World*
Chris Patelis *The Industry Standard*
Robert Werber *The Industry Standard*
Karen Cash *IDC*
Sherri Morningstar *IDG Books*
Sumiko Takeyasu *IDC Japan*
Jill Colley *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Talk show host gets "dummified"

CONSTANCE PETROS

IDG Books Worldwide's Public Relations team: (Kneeling, L-R): ***Paula Tsuei, Andrea Burnett, Mimi Sells.*** *(Standing, L-R):* ***Phil Hall, Catherine Schmitz, Brett Fechheimer, David Kissinger, Amanda Hudzietz, Bill Maxfield,*** *and* ***Brigida Bergkamp.***

Jay Leno, host of the popular TV program "The Tonight Show," has given the *For Dummies* product line a boost over the years when he holds up pretend "Dummies" titles as a send-up to his jokes (*Campaigning For Dummies, Dummies For Dummies* etc.). The IDG Books Public Relations team made a poster for him as a thank-you for the great media exposure and included a photo of themselves and a card signed by the team. No word yet if Leno has hung the poster in his office. WU

IDG Netherlands staff organizes auction at IT show to benefit children's charity

To most people, the HCC-Fair might just be a large consumer computer show in the Netherlands that attracts more than 100,000 visitors annually. But to three enterprising IDG Netherlands employees, it also looks like a natural location for a charity event.

Marketing assistants **Martine Verheij** and **Chantal Oonk** and *Computer!Totaal* Editor-in-Chief **Hans Doorn** decided to take advantage of the show's scope and persuaded vendors to donate hundreds of hardware items and software package that were auctioned off during the fair last November.

The auction raised close to $15,000 that IDG donated to the Clinic Clowns, a highly regarded group that sends entertainers to cheer up patients at children's hospitals throughout the Netherlands. The donation was one of the largest single contributions ever given to the Clinic Clowns foundation. WU

HANS HENDRIKS

IDG Netherlands marketing assistants ***Chantal Oonk*** *and* ***Martine Verheij*** *clown around with one of the beneficiaries of the auction they organized at the HCC-Fair.*

celebrating 10!

Name
Megan Santosus

Home
Newtonville, Mass.

Joined IDG
Aug. 1, 1988 as an editorial assistant.

Career path
Started out as an editorial assistant at *Computerworld Focus*; moved to *Computerworld* and then over to *CIO* in April 1989. Have been inching my way up from editorial assistant since then.

Current title
Senior editor. I edit feature stories and columns for the *CIO WebBusiness* section and the CIO.com Web site.

Most challenging part of your job
Keeping on top of what's happening on the Web.

Best part of your job
When you boil it all down, essentially I get paid to learn. Sure beats paying tuition!

Latest accomplishment
I started playing golf about two years ago. I broke 100, barely, (97) for the first time in December.

Career highlight
Managing the Dec. 15/Jan. 1 special issue of *CIO*.

Interests outside the office
Sports, reading, photography

KIT 'N' CARLYLE® by Larry Wright

*IDG Chairman **Pat McGovern** escorts CIO's **Megan Santosus** to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

Family
Husband Mike Bastian.

Most rewarding thing you've ever done
Qualify for the 100th Boston Marathon. Actually running it was anticlimatic.

What talent do you wish you had that you don't?
Like a lot of people, I wish I could play a musical instrument, especially the guitar or drums.

Fantasy job
Own and manage my own golf course.

Five people--living or dead--you'd invite to a dinner party?
Abraham Lincoln, John Adams, William Faulkner, Margaret Bourke-White and Lou Gehrig... I'd be too intimidated to say anything, so I'd just eavesdrop from under the table.

As a kid, what did you want to be when you grew up?
A starting pitcher for the New York Mets along with Tom Seaver, Jon Matlack and Jerry Koosman!

One possession you'd grab if your house were on fire?
My tax returns. I don't want any trouble with the IRS--ever.

What others can't tell just by looking at me
I never say no to dessert.

If I could do one thing over
I would have continued to play organized sports in high school.

Manager's profile
"In the eight years I've worked with Megan, I've never seen her be pushy or aggressive, but she always manages to get everything she takes on done quickly and effectively. She proves the point that you don't have to be a high-profile, domineering person to be a good leader."

- Rick Pastore, executive editor, CIO

Coming up

PC World GPSC Meetings
Asia: March 24-26, Kuala Lumpur
Europe: May 26-28, Spain
Contact: Nancy Jacobs, nancy_jacobs@pcworld.com

CIO Perspectives Conference
March 28-31
Phoenix, Ariz.
Contact: CIO Executive Programs
http://www.cio.com/conferences

IDG European Recruitment Meeting
April 14
Budapest, Hungary
Contact: Siri Herud
siri.herud@idg.no

IDG European Online Meeting
April 15-16
Budapest, Hungary
Contact: Jill Hourston
jill_hourston@idg.com

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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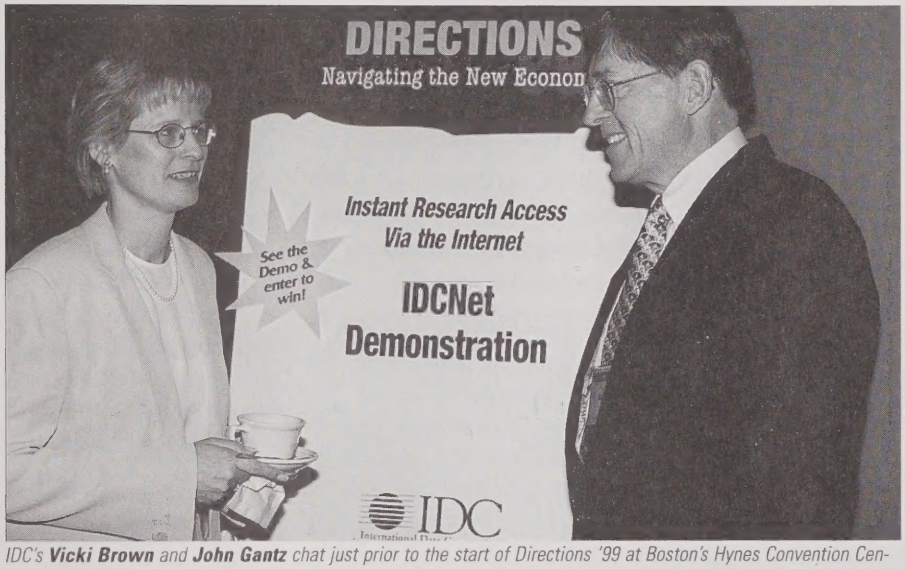
IDC Directions '99 kicks off annual tour with a bang

IDC launched the 34th edition of its annual Directions briefing sessions earlier this month with a real bang. Attendees at both the March 2 San Francisco event and the March 9 Boston event were treated to an opening indoor fireworks display that culminated in four columns of fire erupting from the stage.



IDG WORLD UPDATE

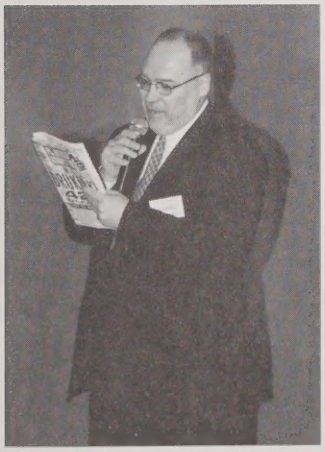
*IDC's **Vicki Brown** and **John Gantz** chat just prior to the start of Directions '99 at Boston's Hynes Convention Center. Brown delivered the welcoming address while Gantz discussed new and emerging technologies for the Internet economy.*

As the smoke cleared, **Vicki Brown**, IDC senior VP, Worldwide Operations and Marketing, stepped up to the podium to invite the attendees at Boston's Directions '99 to take a moment to celebrate the contributions of the IT industry to the global economy. Brown noted that the IT industry is responsible for more than 10% of all new jobs created during 1998 in the U.S.; that job growth in the IT industry in the U.S. is expected to be twice that of overall job growth through 2006; and that the $211 billion Internet economy of today will grow to $1.5 trillion in just four short years.

Brown was followed to the stage by four plenary session speakers: **Philippe de Marcillac**, senior VP, Global Research; **Frank Gens**, senior VP, Internet Research; **Sean Kaldor**, VP, Consumer Device Research; and **John Gantz**, senior VP, Personal Sys-

continued on page 5

PC World Komputer celebrates advertising excellence



***Krzysztof Matey**, editor-in-chief of PC World Komputer, addresses attendees during the "Best PC World Komputer Ads of 1998" awards ceremony.*

For the second consecutive year, "The Best *PC World Komputer* Ads" program provided a service to advertisers unmatched by the Polish publication's competitors.

Last month the *PCW Komputer* staff hosted a party for 150 IT marketers and agency media buyers to honor 1998's best ads in three categories: best graphic design, clearest advertising message and most useful information. During the year, readers are invited to complete the printed survey in each issue of the monthly *PC World Komputer* and vote for the display ads that they feel are the best in each category. As an incentive to send in the survey, every fifth respondent receives a free book, usually one from the "For Dummies" series supplied by the IDG Books licensee in Poland.

Readers submitted more than 5,000 questionnaires

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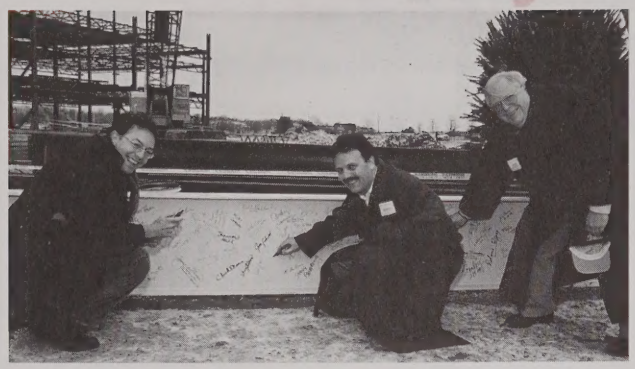
***Agnieszka Cybulska**, IDG Poland marketing manager, (center) and **Renata Swiecka**, PC World Komputer sales manager, hand the plaque for best ads to Blazej Miernikiewicz, vice director of marketing for JTT Computer Company.*

in brief newsworthy



***John Kilcullen**, **Steve Berkowitz** and **John Ball** sign the beam prior to its being hoisted to the top of IDG Book's new building in Indianapolis.*

*From left: IDG Books' **John Kilcullen**, **Lou Peragallo**, **Nazan Wolfe**, **Steve Berkowitz** (on bended knee) and **John Ball** (second from right) stand with various representatives from the town of Fishers. At top, the signed beam is in place.*

Growing...growing...gone! IDG Books' new building will house expanding Indianapolis operations

The IDG Books Indianapolis staff participated in a Topping Off ceremony at their new facility last month. The ceremony is based on an old German and Scandinavian tradition.

Prior to the event, one of the 30-foot structural beams was brought to the company's Shadeland Station office parking lot where every employee signed it. The beam was returned to the site, "dressed up" with a pine tree and an American flag for luck and hoisted to the top of the building while three busloads of employees cheered.

Located just five minutes from the company's current facility, the new building will house the company's current work force of approximately 200, as well as allow for anticipated expansion, according to IDG Books President **Steve Berkowitz**. Although situated in the adjacent town of Fishers, IDG Books' new building will maintain an Indianapolis address. The building will feature a high-tech data center and customer support center as well as a large onsite training facility and a physical fitness center for employees. Occupancy of the 145,000-sq.-ft. facility is scheduled for January 2000.

Headquartered in the San Francisco Bay Area, IDG Books has facilities in Indianapolis, Chicago and New York. The Indianapolis office is the editorial home of IDG Book's Dummies Press, the company's hugely successful series of ...For Dummies technology and general reference titles as well as the operations center for the entire company. WU

IDG's first international recruitment conference set for April in Budapest

The upcoming Computerworld/InfoWorld product line meeting, scheduled for June 15-17 in Nice, Italy, has been postponed until next fiscal year. In its place, the CW/IW Global Product Support Center will be hosting, in conjunction with several other IDG business units, the company's first International Recruitment Conference.

Scheduled for April 13-14 in Budapest, the meeting will focus on worldwide trends in the lucrative recruitment advertising market. Among items slated for discussion are such topics as:

- What makes a good recruitment Web site?
- How to start a job database.
- Recruitment at IDG: Who's doing what?
- Beating the competition: How do we get clients to choose our publications and sites?
- Launching recruitment seminars and expos.
- An update on JobUniverse.

IDG.net will hold its annual Online Meeting in Budapest on April 15. Both meetings are open to all IDG business units. Anyone interested in attending the recruitment meeting should contact **Siri Herud** (siri.herud@idg.no) immediately. Those interested in the online meeting should contact **Jill Hourston** at IDG.net (jill_hourston@idg.com). WU

Upcoming events

IDG International Recruitment meeting
April 13-14
Budapest, Hungary
Contact: Siri Herud
siri.herud@idg.no

IDG European Online Meeting
April 15-16
Budapest, Hungary
Contact: Jill Hourston
jill_hourston@idg.com

Vietnam Computerworld Expo
April 21-24
Ho Chi Minh City, Vietnam
Contact: Lam Nguyen
lam_nguyen@hcm.vnn.vn

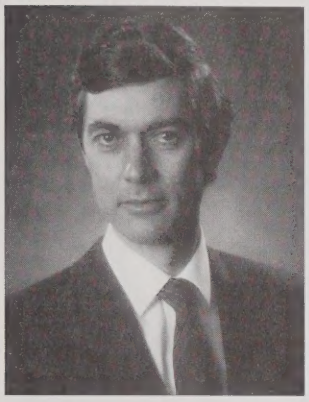
Entertech
April 23-25
Carlsbad, Calif.
Contact: IDG Conference Management Co.
Tel: 650-312-0545

IDC's 1999 Storage Perspectives
May 17
San Jose, Calif.
The Fairmont Hotel
Contact: Tammy Whidden
twhidden@idc.com
1-800-343-4952, ext. 4660
www.idc.com/events/sp99

IDG Global High-Tech Marketing Briefings
- May 17
New York City
Marriott Marquis
Contact: Volker Heistermann
- May 27
Redwood Shores, Calif.
Sofitel
Contact: Volker Heistermann
volker_heistermann@idg.com

Q and A executive

Kirk Campbell
The president and CEO of IDC is this week's columnist.



Q Now that we're approaching the halfway point in the fiscal year, how's IDC performing, both in the U.S. and worldwide? Is it going to be another record year?

A I am pleased to report that all the key indicators are definitely positive. All four of IDC's major regions (North America, Europe, Asia/Pacific and Latin America) are experiencing excellent sales and profit growth compared with the same period last year. Our budget goals call for a record year, and the entire IDC team is working very hard to make this a reality. IDC's plan this year is to grow revenues to almost $140 million and profits by at least 40%, which is aggressive but achievable.

Q I understand IDC is expanding its coverage of the Latin American region, especially smaller markets. Can you give some examples, and what countries are now being covered?

A Over the past nine years, IDC has invested significantly to develop and expand our research capabilities and resources in Latin America under the excellent leadership of Eric Prothero and Lauri Jones. Today we have 13 regional analysts and more than 50 in-country analysts in six countries. We currently provide Latin America research services on a quarterly basis for Personal Computers, PC Servers and Printers; on a semi-annual basis for Cross-Industry Applications Software; and on an annual basis for Commercial Systems, Database Software Engines and Tools, Middleware Software, Multifunction Peripherals, LAN Hardware, Professional Services and IT Spending Patterns. In 1998 we added a business unit to track the Internet markets in the region, and in 1999 we are adding two more business units: a Telecommunications unit and a User research unit with a Technology Integration survey panel series.

From a country coverage point of view, our standard research covers the markets of Argentina, Brazil (where we have a subsidiary), Chile, Colombia, Mexico and Venezuela. These markets account for about 80%-85% of the total region's IT spending. Due to client demand for more coverage in the remaining 15%-20% of the market, we recently added PC research in Peru, Ecuador, Puerto Rico, Dominican Republic, Costa Rica, Panama and Guatemala. We now have a senior analyst in our regional office in Miami who is responsible for managing and developing new research for this fast-growing subregion of Latin America.

As you can see, from a resource and market penetration perspective, no other competitor can come close to matching the breadth and depth of our coverage in Latin America.

Q Is there a policy that encourages IDG journalists to use IDC data in their articles? Wouldn't that be the sort of thing IDG would want to encourage in the interests of intercompany harmony? If there's not a policy, why not?

A No, there is no such policy in place. Mandating that reporters favor one source over another would not serve the best interests of IDG publications or their readers. Like other members of the press, IDG journalists and editors are free to quote whomever they feel can provide the most comprehensive and accurate information. However, I am pleased to report that IDG publication editors and IDC analysts do cooperate regularly as a normal course of business. In fact, IDC is quoted more frequently than any of its market research competitors not only by IDG publications, but also by the overall trade and business press.

Q Can you give some examples of how vendors use IDC research? What kinds of data do end-user companies need and why?

A There are many, many examples but I'll just give you a few in the interest of space. IT vendors use IDC research to prepare business plans and strategies, to better understand how to align their marketing programs with customer requirements, to identify emerging markets for new technologies and services and then strategize how best to enter those markets, to build intelligence on competitors and prospective partners and to formulate strategies to improve their competitive positioning and market share.

IT user organizations look to IDC for guidance on tactical and strategic issues such as vendor and technology viability, RFP preparation and review, new product analysis, ROI justification and aligning technology with their core business objectives.

IDC at-a-glance

Headquarters
Framingham, Mass.

Employees 700

U.S. offices 8

International offices 45

Mission World's leading provider of IT market data, forecasts and analysis.

FY'98 highlights
- IDC profits increased more than 100% for the second year in a row.
- IDC signed on 380 new companies worldwide for research services.
- Launched industry's most comprehensive Internet research coverage.

IDG Books helps train teens to identify Y2K glitch

Six tech-savvy students from the Y2K Squad of Oak Grove High School in San Jose, Calif., pose with IDG Books staff ***Brenda McLaughlin****, senior VP, Internet Group;* ***Bill Maxfield****, senior tech publicist;* ***Andrea Burnett****, tech PR manager; and Dennis Barbatta, technology coordinator at Oak Grove.*

Non-profit organizations in California's Silicon Valley have a new extermination system at their disposal to help wipe out Y2K bugs that may be lurking in their computers: high school students.

Organized by IDG Books Worldwide, the Y2K Squad is composed of some 20 high school students enrolled in the Oak Grove High School in San Jose. The program was the idea of staff in IDG Books' Tech Publicity Department. IDG Books approached Oak Grove, which has a highly regarded information technology program, and asked the United Way of Santa Clara County to help administer the program by providing call-center services for the squad.

An eager group of students recently spent a full day working with two IDG Books authors: K.C. Bourne, who wrote *Year 2000 Solutions For Dummies*, and Dean Sims, author of *How To 2000*. The students learned to diagnose the Y2K date glitch in a variety of computers assembled for the training session.

The program, which is an outgrowth of a recent IDG Books-sponsored Y2K forum for area non-profits (see *IDG World Update*, March 1), is intended to provide financially strapped non-profits with free diagnostic services and give students a chance to contribute to their community. Area non-profits may call a hotline set up and staffed by the United Way, which will pass along the referral to the Y2K Squad at Oak Grove. Students will visit the requesting organization in pairs and perform hardware and software tests that will help them develop a profile outlining the organization's potential Y2K problems. They will not actually fix the computers themselves but will provide a list of resources to which the organization can turn.

"From the feedback we received at the Y2K forum, it became apparent that more help for this [non-profit] community was necessary," noted **Brenda McLaughlin**, IDG Books senior vice president, Internet Group. "If our non-profits, which provide essential health, transportation, recreation, education and other human services, are not ready for Y2K, there may be serious disruptions in service. We applaud the students of the Y2K Squad for their willingness to help the community deal with this challenge, and we are proud to be a part of this endeavor."

For more information, please contact **Bill Maxfield** at bmaxfield@idgbooks.com. WU

PC World Komputer is No. 1

During the "Best *PC World Komputer* Ads" ceremony last month, the staff announced that *PC World Komputer* had the highest readership of any PC magazine in Poland for the second year in a row, according to Taylor Nelson Sofres, a market and media research company. The average monthly readership of *PCW Komputer* in 1998 was 426,810. During the same time the average monthly sales amounted to 110,689 copies which is almost 60% more than the average sales in 1997 (69,840). The January 1999 sales figures were even higher: 119,293, which includes 23,061 subscriptions.

PC World Komputer

continued from page 1

this year (up from 3,500 in 1997). Competition among ads was tough, with more than 943 pages of ads published during the year. The party in February honored the five companies with the largest number of votes during the year.

"Our aim is to show clients that we care about them and their marketing results," said IDG Poland Marketing Manager **Agnieszka Cybulska**. "We know that ad effectiveness research is costly. That's why we wanted to create a contest so that clients can get basic information on what kinds of ads are most appreciated and noticed by readers and what kinds of information readers need about a product."

"Najlepsza reklama" means "the best advertisement" in Polish.

Each month, examples of the best ads in each category are posted on the *PC World Komputer* Web site (www.pcworld.com.pl) both to honor the winners and to help other companies learn what kind of graphics and copy are most effective with readers. Monthly winners also receive an official letter of congratulations from the *PC World Komputer* staff.

The staff is considering introducing an online version of the questionnaire next year.

For more information, contact Marketing Specialist **Monika Mielczarczyk** at monika_mielczarczyk@idg.com.pl. WU

IDG U.S. Update

29 MARCH 1999
VOLUME 4, NUMBER 1

PUBLISHED PERIODICALLY FOR IDG'S U.S. EMPLOYEES

WWW.IDGWORLDUPDATE.COM

PC World Online trio puts mettle to the pedal

The power of one

*IDC's **Annika Alford** demonstrates the AIDS Ride's motto, "The Power of One," with her aluminum bike.*

IDC Latin America Research Manager **Annika Alford** found her own reasons for doing her first California AIDS Ride this year.

"Someone approached me at San Francisco's Folsom Street Fair and asked me if I was interested in doing the Ride. My initial reaction was no, but I asked them to put me on their mailing list. Not long after, I'd had an 11-hour day at work, and I got this envelope that said, 'Have you had a long day? Take 10 minutes to do something that will change your life.' So they totally sold themselves to me. The community benefits, and the selfish side of me benefits by getting in shape and having this amazing stress reliever. A lot of people have their own reasons for doing the Ride, but I think the overall benefit is this really awesome group of people who want to contribute back. You come across so many people during the training who have been touched by AIDS that it becomes a personal thing."

Alford can be reached at 650-962-6448, aalford@idc.com. Her rider number is 3012.

"I have had several friends over the years who have died of AIDS and have several who are currently living with AIDS. I ride for them, as well as for future generations."

So says **Mark Green**, interactive customer service manager for the PC World Online Services Group, as he trains for the California AIDS Ride 6. The annual seven-day, 566-mile charity bicycle ride benefits AIDS foundations and clinics in San Francisco and Los Angeles. This year's Ride will be June 6-12.

This is Green's third time pedaling from San Francisco to Los Angeles, and this year he will be joined by PC World Online Public Relations Consultant **Michele Samuels** and Senior Account Manager **Sean Murphy**.

"Last year was the first time that the AIDS Ride really came to my attention," Samuels said. "I have reached a point in my life where I am ready to make a large commitment, both within and outside of myself. I want to challenge myself beyond anything I have done before to show a camaraderie and support for people living with AIDS/HIV. Also, I am riding in memory of my friends Frank, Sudama and Greg and in honor of my cousin who is living with AIDS."

Murphy said he wanted to gain a better understanding of what is being done in regards to the fight against AIDS and felt the Ride would give him a more direct perspective. "Not only would it give me the opportunity to become involved in the money-raising process that supports the [San Francisco] AIDS Foundation," he noted, "it would allow me to meet people who are afflicted with AIDS or whose friends and/or family are, and who are doing something pro-active to fight it."

Last year there were 2,600 riders and 600 crew members; over 2,800 riders are expected for this year's Ride. Each rider must raise a minimum of $2,500. According to Green, many exceed that amount, with some raising as much as $30,000 or more. Last year's Ride brought in $9.6 million for the San Francisco AIDS Foundation and the Jeffrey S. Goodman Special Clinic of the Los Angeles Gay and Lesbian Center.

IDG WORLD UPDATE

*(Left to right): **Mark Green**, **Sean Murphy** and **Michele Samuels** take a break from working and training for the California AIDS Ride.*

Green, Samuels and Murphy are holding a fund-raising party on Friday, April 23 at 3:00 p.m. on the fifth-floor terrace of 501 Second St. in San Francisco. All IDG employees are encouraged to attend and can make donations by contacting any of the riders for a pledge form.

People can also pledge online at www.sfafpledge.org/frmsponsor.html. In order to have a pledge count toward one of the PC World Online riders, you must have the rider's number: Mark Green – 2115; Sean Murphy – 3065; Michele Samuels – 3730.

For more information on the Ride, contact Mark Green at 415-975-2680 or mark_green@pcworld.com; Michele Samuels at 415-974-7359 or michele_samuels@pcworld.com; and Sean Murphy at (415) 974-7337, sean_murphy@pcworld.com.

WU

Drake aims to make hoop dreams come true

IDG World Update

*With the help of the Greater Nashua (N.H.) Boys & Girls Club, **Stephen Drake** hopes to send 10 youths to basketball camp this summer.*

For more information, visit the Drive for Dreams Web site at www.drivefordreams.org or contact **Stephen Drake** at tel: 508-935-4074 or sdrake@idc.com. Donations can be sent directly to Drive for Dreams, 56 Wilson Hill Road, Merrimack, N.H., 03054.

Stephen Drake, a research analyst for IDC's Communications group, has been moonlighting as the fundraising coordinator for an organization that sends underprivileged children to summer basketball camp.

Drake helped develop the group, Drive for Dreams, with a friend as a way to reunite their high school buddies for some hoops and benefit kids in their hometown of Nashua, N.H. Last year they held a three-team tournament and raised enough money to send a boy and girl to the Chris Ford/Net Results Basketball Camp; a local sporting goods store donated shorts, shirts and sneakers to the campers.

This year, the group's goal is to send 10 children to camp. To supplement the financial contributions of the players in this year's expanded tournament--set for June 5 in Nashua--Drake is on the lookout for corporate sponsors and already has 10 lined up, including IDC, which is matching donations Drake collects. Individual donations are also welcome. WU

Try some training

IDG West Coast

April 23: Communication and Coaching for Managers
Location: InfoWorld, San Mateo, Calif.

May 11 Presentation Skills
Location: InfoWorld, San Mateo, Calif.

May 26 Conflict Resolution
Location: InfoWorld, San Mateo, Calif.

For additional information, contact **Barbara Hanna**, IDG West Training Coordinator, at 650-312-0673 or e-mail: barbara_hanna@infoworld.com.

IDG East Coast

April 5: Basic Budgeting
Location: 5 Speen St., Framingham, Mass.

April 6 The Practiced Manager (part two on April 13)
Location: 5 Speen St., Framingham, Mass.

April 7: Network World Business Unit Overview
Location: 5 Speen St., Framingham, Mass.

For additional information, contact your HR rep or Training and Development Administrator **Kerri Johnson** at 508-935-4777 or e-mail: kerri_johnson@idg.com.

marketplace classifieds

Marketplace ads work. And they're online, too!

It's true: *World Update*'s Marketplace ads have helped sell some items more effectively than classified ads in *The Boston Globe*! And best of all, you can place them for free.

Send information about items for sale, houses for rent, services or birth and marriage announcements to world_update @idg.com or fax: 617-423-0712.

Ads will be updated on IDG World Update Online (www.idgworldupdate.com) as soon as the editors receive them. Marketplace ads will be printed as part of the now-periodic U.S. Update insert.

FOR RENT

• **Experience Maine island living** on Great Cranberry Island near the heart of Acadia National Park. The island is a 20-minute ferry ride from beautiful Northeast Harbor. The ferry runs about every two hours between 8:00 a.m. and 6:00 p.m. A water taxi is also available. This cozy four-bedroom (plus loft), one-bath house with stove/fireplace includes the use of a car on the island. House is equipped with washer/dryer. Great Cranberry Island is about two miles long and one mile wide, and has a general store (which sells groceries, beer and wine, and serves lunch) and a gift shop. On the mainland, you can enjoy hiking in the Acadia Mountains, mountain biking on the carriage trails or shopping in Bar Harbor. Call for available summer dates. Weekly rate: $600.

-- Mike Comiskey, 508-935-4498
mcomiskey@idc.com.

FOR SALE

• **Home for sale in Ashland, Mass**. Move right into this beautiful oversized split-level in fabulous neighborhood. Enjoy the peaceful quiet of a corner lot on a double cul-de-sac. Built in 1977 on a private 3/4 acre lot, seven spacious rooms, three bedrooms, two full baths, master bath w/Jacuzzi, two-car garage, cathedral ceilings, beautiful carpeting, central a/c. Huge family room welcomes you with a warm brick fireplace. Family room also has great potential for fourth or master bedroom. Gorgeous eat-in kitchen has new ceramic tile and beautiful sliding glass doors that look out onto large private deck.

January's *U.S. News and World Trade* listed Ashland's School system in the top 100 schools in the nation! Visit www.TownOnline.com for more town information. Don't miss this wonderful opportunity at owning this beautiful home in an incredible location: $229,900. Photo available by e-mail. Call for your private showing appointment.

--Gerry Criscenzo, days: 508-935-4048, evenings: 508-881-323 or gerry_criscenzo@idg.com.

BIRTHS

Carolyn Marsan (FCW Government Technology Group) and her husband Bill welcomed Natalie Estelle into the world on March 1. Natalie joins big sister Julia, 3 1/2.

Job Opportunities –March 29, 1999

Billing Coordinator (CIO)
In this position you will have full accounts receivable responsibility (data entry through invoice generation), along with account reconciliation, adjustment processing, contract management, and customer history maintenance. Ideal candidates will have an accounting degree with a minimum of 2 years AR experience and the ability to work with Windows 95. Candidates must be able to work well under deadlines and have the ability to assume general accounting/finance responsibilities as needed on a cross-trained team. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Business Development Analyst (CIO)
The Business Development Analyst will function as the primary research contact for CIO's strategic business development initiatives. In this position you will be responsible for developing integrated marketing proposals for customers, including print advertising, on-line advertising, Executive Programs and Custom Publishing. You will analyze syndicated and secondary research and synthesize data into compelling sales presentations. You may conduct some primary research as needed. You will also be responsible for supporting the development of strategic relationships with marketing executives at CIO's biggest clients. The successful candidate will posses a solid understanding of advertising and media, 3+ years of demonstrated marketing experience, familiarity with the IT industry, the ability to work independently and the capacity for managing multiple projects across a variety of disciplines.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

On-line Account Executive, CIO.com (CIO)
The On-line Account Executive will work with our On-line Sales Manager and print sales staff to increase advertising sales revenue for CIO.com. Major responsibilities will include handling RFP's, developing relationships with existing and prospective customers, sales call follow-up, interfacing with the CIO.com Web team, and presentation preparation. The ideal candidate should have some sales experience, be highly organized, work independently and have strong computer skills and significant exposure to the Web. Experience with DoubleClick or other ad serving technology a plus. *Location: San Francisco, CA or Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Editorial Assistant (Comp Currents)
Computer Currents seeks an editorial assistant to do research, manage product tables, write news, contribute reviews, and otherwise assist staff. Candidates with magazine, writing, and Mac experience preferred. Please send resume, cover letter, resume and clips to Robert Luhn, Computer Currents 1250 Ninth St., Berkeley, CA 94710. *Location: Berkeley, CA*
Contact: R. Luhn, Fax: 510-527-4106, Phone: N/A, Email: rluhn@aol.com

On-line Copy Editor (CW)
Computerworld on-line has an immediate opportunity for an experienced copy editor whose responsibilities will include copy editing and posting news and features for Computerworld's Web site. Other duties include: building different pages/features (with help from other on-line team members), tracking the status of certain editorial on-line projects. Reports to on-line editor. At least two years copy editing experience required, as is knowledge of the computer industry. HTML knowledge preferred but will train.
Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Account Director (CW)
Computerworld is looking for an energetic, highly motivated sales executive to join our dynamic team. Reporting to the Associate Publisher/Eastern Region, the successful candidate will use solutions-selling techniques to create powerful sales strategies, pursue all assigned advertising sales opportunities, and grow existing business from Computerworld customers. This role will require the selling of multiple Computerworld products to customers and their advertising agencies. This position requires excellent verbal and written communication and organization skills. Advertising sales experience is required, preferably in the IT industry. Knowledge of technology, internet commerce and telecommunications a plus. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. 8-10 years experience in customer-focused sales environment is required. *Location: Rochelle Park, NJ*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Program Manager, Enterprise Business Solutions (CW)
This position is for a dynamic solutions-oriented sales professional that has the ability to drive new custom publishing sales for emerging/growth market accounts in the internet business and telecom sectors. The ideal candidate will understand grassroots sales and marketing techniques, possess an excellent knowledge of IT, and understand and be able to develop and present integrated marketing communications proposals to all levels in the vendor community. Proven ability to develop and maintain new client relationships. This is a progressive revenue-generating position for an energetic and creative individual who understands the dynamics of how to prospect in the heart of IT industry. The successful candidate will understand how vendors are deploying technology to achieve business solutions, and be able to apply new Computerworld EBSU products to fill their marcom needs in volatile emerging and growth markets, as a complement to an ROP strategy. Minimum 5 years proven sales experience in an IT and/or publishing environment. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Consulting Director, Personal Systems Consulting (IDC)
This position is a project manager and business development leader for custom consulting projects covering personal systems, peripherals and distribution arenas. The projects includes market and competitive analysis, market sizing and forecasting, product and technology assessments, user requirements, business and market plan development, entry and growth strategies. Skills and experience required include: strong project management skills, computer industry analyst and or market consulting experience, quantitative market research methods, MBA preferred, entrepreneurial, high sense of responsibility. Knowledge of the PC, printer, new media or e-commerce markets is a plus. *Location: Mt. View, CA or Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Sales Manager, Major Accounts (IDC)
IDC is seeking a high level major accounts sales professional that will be responsible for managing IT market research sales and relationships at US HQ locations and coordinating WW sales for selected top IDC vendor customers. Will be responsible for monthly sales of syndicated market research to include renewing existing services as well as selling new annual services, other syndicated research, and custom consulting (working with dedicated consulting sales partner). Reports to Group VP of Major Accounts Sales. Will require approximately 50% travel and excellent presentation, account organization, and penetration skills. Must have 5-8 years of successful executive level selling experience with complex goods or services to global technology vendors. Computer applications skills (email, word processing, spreadsheet, PowerPoint ACT) necessary. *Location: Mt. View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Desktop/Network Support Specialist (IDC)
Reporting to the Information Systems manager, this position provides complete first- and second-level support for desktop applications and the network for more than 400 U.S. users. The candidate will configure and deploy all desktop software and hardware and work closely with senior systems engineers to maintain system and network administration. The candidate will also be involved in state-of-the-art desktop management systems, including Novell's Z.E.N. Works, and ManageWise suites. Responsibilities include successfully supporting the components of IDC's technology environment (Windows 95/NT/2000, Novell NetWare 5.0, Microsoft Office 97, Lotus Notes, Laptops, State-of-the-art switched networking.) Candidates must be energetic and have three or more years of experience supporting and configuring PC hardware, software, and networking. Must have strong troubleshooting skills and thorough understanding of MS Office, Windows 95, and PC hardware. Must enjoy working with people and learning new technologies.
Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Copy Editor (IDC)
Publishing Services & Technologies (PS&T) seeks a talented Copy Editor. Responsibilities include editing text and tabular material on-line and on hard copy, working with authors to fine-tune their writing, choosing keywords to enhance on-line searches, and writing document descriptions and summaries. Strong Microsoft Office Suite skills, especially Word and Excel, are required. Strong attention to detail and the ability to work under tight deadlines are required. A bachelors degree and 3-5 years of experience in a technical environment are preferred. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

Week of March 29, 1999

BU	Category	Title	Location	Contact	Phone #	Fax #
CHSG	Ad Sales	Account Executive	San Mateo, CA	B. Barnette	P: 650-294-7854	F: 650-294-7801
CHSG	Ad Sales	National Sales Director	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CHSG	Ad Sales	Regional Sales Manager	New York, NY	T. Gump	P: 508-935-4766	F: 508-935-4600
CHSG	Ad Sales	Senior Regional Sales Manager	New York, NY	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Ad Sales	Ad Sales Associate	San Francisco, CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham, MA	A.Jones	P: 508-935-4315	F: 508-935-4600
CIO	Exec Progs	Fulfillment Assistant, Executive Programs	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Finance	Billing Coordinator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	On-line	Web Writer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	On-line	On-line Account Executive, CIO.com	Framingham, MA	A. Jones	P: 508-935-4316	F: 508-935-4601
CIO	Publish	Project Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Rsch	Business Development Analyst	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Systems	User Services Specialist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
Comp Curr	Edit	Editorial Assistant	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
Comp Curr	Edit	Senior Editor	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Admin	Sales Assistant	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Art/Design	Associate Art Director	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	Senior Reporter	Framingham, MA or San Mateo, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	Senior Writer	San Mateo, CA or Framingham, MA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Edit	Staff Writer	San Mateo, CA or Framingham, MA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	On-Line	On-line Copy Editor	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	On-Line	On-line Researcher	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	On-Line	Senior Web Developer	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Director	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Advertising Director, Computerworld Careers	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Program Manager, Enterprise Business Solutions	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Western Regional Director of Computerworld Enterprise	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
Executrain	Mktg	Database Marketing Manager	Alpharetta, GA	C. Scott	P: N/A	F: 770-521-6289
FCW	Ad Sales	District Sales Manager	Falls Church, VA or New York area	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Sales	Telemarketer	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Group Operations Coordinator, Publishing Services & Technologies	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Admin	Office Services Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Edit	Datachecker/Proofreader	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Exec	Vice President/Chief Technology Analyst, End User Business	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Finance	Billing Accountant	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	HR	Human Resources Representative	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Intern	Intern, Peripherals	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Intern	Intern, Support Services Database	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Graphic Design Manager	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Marketing Specialist, Communications	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Operations	Mailroom Clerk, part-time	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Engineer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Prod	Desktop Publishing Specialist/Copy Editor, Latin America	Miami, FL	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Prod	Electronic Desktop Publishing Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Consulting Director, Personal Systems Consulting	Mt. View, CA or Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Consulting Manager, Global Research Services	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Inquiry Analyst	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Manager, Investment Research Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Analyst, Global Research Services	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Research Analyst, Semiconductors	Framingham, MA or Mt. View, CA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Analyst, Storage Semiconductors	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Director, Semiconductors	Mt. View, CA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Manager, Intranet Strategies	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Manager, Midrange Servers, W/W Commercial Systems and Servers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager/Director Java Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager/Director Life Cycle Analysis/TCO, Asset Management Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Manager/Director of Internet Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Entry Servers, W/W Commercial Systems and Servers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Latin America Software	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Outsourcing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, System Integration	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Sales	Client Service Representative, Major Accounts	Mt. View, CA or Irvine, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sales Manager, Major Accounts	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Senior Account Executive, Strategic Accounts (Telecom)	Framingham, MA or Mt. View, CA	A. port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Application Development Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Desktop/Network Support Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Web Development Engineer	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Edit	Copy Editor	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC Australia	Rsch	Research Analyst, IT Services, IDC Australia	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Dubia	Rsch	Research Analyst, IDC Dubai	Dubia, UAE, Middle East	S. Dabral	P: 971-4-362-200	F: 971-4-374-122
IDC France	Rsch	Consulting Manager, IDC France	Paris, France	N. Bertaggia	P: +390-2-2845731	F: +390-2-28457333
IDC Germany	Sales	Sales Manager, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-2845731	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, European Vertical Markets, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-2845731	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-2845731	F: +390-2-28457333
IDC Nordic	Rsch	Research Director, European Internet Market, IDC Nordic	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDG	Exec	Director, Recruitment Programs	East or West Coast	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	HR	HR & Payroll Administrator	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Tax	Senior Tax Accountant	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Central Services	Admin	Receptionist	San Francisco, CA	S. Lynn	P: 415-978-3337	F: 415-974-7404
IDG Central Services	Telecom	Telecommunications Coordinator	San Francisco, CA	S. Tanner	P: N/A	F: N/A
IDG Games Media Group	on-line edit	On-line Editorial Director	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IDG Games Media Group	Sales	Regional Sales Manager	New York, NY	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Global Comm	Systems	Unix Systems Administrator	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG Global Comm	Systems	Web Developer	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG List	Admin	Administrative Coordinator	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG List	Sales	Account Executive	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG News Service	Edit	Asia-Pacific Copy Editor	Tokyo	R. Garretson	P: 617-303-7821	F: 617-423-0240
IDG.net	Ad Sales	On-line Account Executive	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	on-line	On-line Operations Assistant	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	Sales	Online Advertising Account Manager(2 openings)	San Francisco CA & Framingham, MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Systems	Senior Web Systems Programmer	San Francisco, CA	W. Kessler	P: 415-267-4536	F: 415-267-4558
IDG/B	Edit	Associate Acquisitions Editor	Chicago, IL	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Copy Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Development Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206

On-line Editorial Director (IDG Games Media Group)
IDG Games Media Group is looking for an On-line Editorial Director to develop and articulate the future direction of IDG Games Media Group on-line presence as a part of the overall GameProWorld.com product line. The candidate will lead the implementation of strategies that further the agreed upon direction as well as champion and lead the GameProWorld.com presence in providing the highest quality interactive value-added content to users. In addition, this candidate will manage the On-line editorial staff in keeping with established values. This position requires advanced knowledge of the interactive electronic entertainment industry, Web and Web server technology, Web tracking issues, knowledge of building specialized internet communities through content and partnerships, and knowledge of multiple gaming platforms. The ideal candidate will also be a team player who possesses excellent writing and editing skills, management experience, and experience in managing financials. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Web Developer (IDG Global Comm)
The individual in this position will develop web-based applications for IDG Global Communications' customers worldwide. Responsibilities include: working closely with the IDG Global Communications development staff and end-users to develop specifications; building the applications using HTML, Javascript, and server-side scripting tools. The successful candidate will have 3-5 years of programming and analysis experience. Experience with HTML, Javascript, and one or more other scripting languages required, as well as one or more of the following server-side scripting environments: Java, PHP, or complex CGI scripts using Perl. Experience with SQL, ODBC, and Lotus Notes a plus. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. The candidate will be expected to provide URLs which show several examples of work. Principals only need apply. *Location: San Mateo, CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: N/A, Email: globalcomm@idg.com

On-line Operations Assistant (IDG.net)
Reporting to the Operations Manager, this individual will be responsible for supporting the daily operations within IDG.net. The On-line Operations Assistant will work closely with site representatives, advertising agencies as well as the IDG.net Traffic Coordinator and Sales Representatives. Responsibilities will include preparing PowerPoint sales presentations, regularly updating site profile and contact information, assisting the Traffic Coordinator with posting on-line ad campaigns, preparing weekly sales reports, tracking all insertion order activity and maintaining the revenue database. The ideal candidate must have excellent interpersonal skills and the ability to work well with clients and team members. He/she must be comfortable working in a fast paced environment and be highly organized with attention to detail. Experience with an ad agency or web publishing company is desirable. First-hand knowledge of the Internet; familiarity with HTML preferred. *Location: San Francisco, CA*
Contact: S. Huseby, Fax: 415-267-4558, Phone: 415-267-4517, Email: springer_huseby@idg.net

Editorial Assistant (3) (IDG/B)
Provide materials and research as needed to development editors. Assist in review and routing of manuscripts and page proofs. Responsible for administrative duties such as copying, filing, faxing, correspondence, and maintaining art inventory logs and directories. Strong organizational skills along with excellent oral and written communication skills. Computer proficiency in Excel, Word and ACT, PowerPoint, Access, and PageMaker. College degree preferred and some general office experience.
Location: Foster City, CA
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Associate Page Layout Technician (IDG/B)
Merge text and graphics into complete pages according to established guidelines, complete texts for all sample chapters, compile and complete table of contents, prepare indexes, create or update interior book elements, and correct errors in graphics. Requires 2 years of prior desktop publishing, knowledge of Adobe PageMaker and Quark Express, knowledge of Apple Macintosh computers, and ability to handle a high volume of work. *Location: Indianapolis, IN*
Contact: S. Hill, Fax: 317-596-5240, Phone: 317-596-5436, Email: cajobs@idgbooks.com

Senior Page Layout Technician (IDG/B)
Assist in re-design or design of new and existing books in conjunction with an editorial designer, creation of updating and completing sample elements, create or update interior book elements, maintain current electronic templates and samples, and aid in training staff. Skills required: 2 years of prior desktop publishing, color and design experience, knowledge of Adobe PageMaker and Quark Express, experience with color and design and book production. *Location: Indianapolis, IN*
Contact: S. Hill, Fax: 317-596-5240, Phone: 317-596-5436, Email: cajobs@idgbooks.com

Customer Service Representative (IDG/B)
Answer approximately 40-60 calls daily on a toll free customer line. Daily order processing and on-line order entry, process catalog requests, process return authorizations and resulting credits, research disputed invoices and process resulting credit cards, process incoming mail orders, maintain working knowledge of IDG Books current and upcoming product offering, and general filing, faxing and Word-processing. Requires 1-3 years customer service experience, ability to muti-task, and interact with a variety of different people, working knowledge of PC's- preferably with Windows 95, Microsoft Word, Excel and PowerPoint. College degree preferred. *Location: Indianapolis, IN*
Contact: S. Hill, Fax: 317-596-5240, Phone: 317-596-5436, Email: cajobs@idgbooks.com

Circulation Marketing Manager (IFW/IDG)
The Circulation Marketing Manager will execute direct mail and e-mail campaigns for controlled circulation publications, telemarketing campaigns for new circulation acquisition and requalifications, campaign analysis, and list management supervision. This person will work primarily on one publication initially but will be cross-trained for multiple publications. This position requires 2-5 years circulation promotion experience - list rental experience would be helpful. It also requires the ability to work independently, be a team player, good analytical skills, good planning/project management abilities, the ability to negotiate with outside vendors, and research skills (curiosity, willingness to learn, persistence.) Computer skills in Word, Excel, Netscape, and some databases are required. *Location: San Mateo, CA*
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

PC Support Specialist (NW)
Network World is looking for someone with strong customer service skills and knowledge of NT networking basics to provide front line PC support for a total of 150 employees. Responsibilities include handling all moves, adds and changes related to desktop systems, troubleshooting desktop problems, and dispatching problems within IS team. Maintaining and updating hardware/software versions and coordinating with outside vendors to purchase and install equipment is also involved. Formal training in desktop support and some experience in supporting Win95, WinNT, Mac, Office97 and/or Internet Explorer Communicator is necessary. 2-3 years experience in a technical customer support environment essential. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

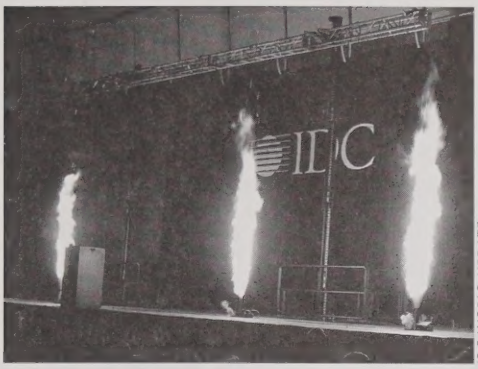
Executive Assistant (WEC)
The individual in this position will provide administrative support to the President of IDG World Expo. Responsibilities will include, preparation of presentations, conducting research, spreadsheet work, and other projects as needed. Other responsibilities will include handling all incoming and outgoing calls, making travel arrangements and various administrative duties. This position requires initiative, motivation, and professionalism as well as effective communication, organization, and excellent time management skills. Experience with Word, Excel, and PowerPoint is a must. At least 5 years administrative experience preferred.
Location: Framingham, MA
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

Week of March 29, 1999

BU	Category	Title	Location	Contact	Phone #	Fax #
IDG/B	Edit	Editorial Assistant (3)	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Executive Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Manager of Development, Networking	Foster City, CA	C.Yam	P:	F:
IDG/B	Edit	New Product Development Editor (3 openings)	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Online Content Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Finance	Cash & Claims Analyst (2 openings)	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Legal	Licensing Coordinator	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Licensing Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Publishing Counsel	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/International	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Copy Services Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Product Marketing Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-line	Online Publicist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Operations	Buyer/Estimator	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Computer Operator	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Inventory Control Manager	Indianapolis, IN	S. Hopson	P: 317-596-5222	F: 317-596-5240
IDG/B	Operations	Manufacturing Assistant	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Purchasing Agent	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	PR	Public Relations Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Associate Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	On-line Preprocessing Technician	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Production Director	Indianapolis, IN	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Systems Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Senior Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Sales	Account Coordinator	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Account Coordinator - Int'l Sales	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Customer Service Representative	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Systems	Programmer Analyst	Indianapolis, IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Sr. Systems Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	System Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Technical Support Representative	Indianapolis, IN	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Tech	Tech Support Manger	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/CMC	Admin	Administrative Assistant/Receptionist	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
IDG/CMC	Admin	Executive Assistant	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
IDG/CMC	Confer	Director, Managed Conference Division	San Mateo, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG/CMC	Sales	Sales Administrator/Jr Account Executive	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
IFW	R&T	Section Editor	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	R&T	Technology Analyst , Client/ Server	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	R&T	Technology Analyst, Enterprise Computing Team	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Sales	Account Manager- InfoMarket	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Account Manager - Recruitment Advertising (3 Positions)	East Coast and West Coast	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Ad Director	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	Sales	Regional Sales Manager	Atlanta, GA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	Sales	Regional Sales Manager	Irvine, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Sales Administration Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	Sales	Sales Associate	Irvine, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Sales Associate (2 Positions)	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW/IDG	Circ	Circulation Marketing Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW/IDG	Circ	Circulation Promotion Assistant	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW/IDG	Circ	On-line Circulation Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW/IDG	Circ	Senior Fulfillment Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IGS	Sales	Sales Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
IGS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IS	Edit	Executive News Editor	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Prod	Publisher of Directories	open	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Prod	Web Production Assistant	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5401
IS	Tech	Web Engineer	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5401
Mac Pub	Edit	Assistant Editor	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	On-Line	Product Manager	San Francisco, CA	A. Gore	P: 415-243-3603	F: 415-243-3644
NW	Ad	Ad Operations Coordinator	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Ad Sales	District Sales Manager	West Coast	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Edit	Sr. Editor	Flexible	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Events	Event Producer	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	On-Line	On-line Production Manager	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	West Coast, Santa Clara, CA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Systems	PC Support Specialist	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
PCW	Edit	Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	A. Epler	P: 415-978-3282	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Prod	Advertising Traffic Coordinator	San Francisco, CA	N. Maudsley	P: 415-978-3310	F: 415-974-7402
PCW	Prod	Production Manager	San Francisco, CA	L. Manes-Goodwin	P: 415-978-3315	F: 415-974-7402
PCW	Rsch	Vice President, Research	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Systems	Information Systems Specialist	San Francisco, CA	N. Noble	P: 415-978-3361	F: 415-442-1891
PCW OSG	Art/Design	Online Designer	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Art/Design	Online Designer, Editorial	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Circ	Audience Development Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
PCW OSG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW OSG	Edit	Staff Editor, IDG Games.net	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
PCW OSG	Prod	Director of Information Services	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
Publish	Prod	Production Coordinator	San Francisco, CA	A. Merkelson	P: 415-978-3313	F: 415-495-2354
Web Publishing	Ad Sales	Ad Director	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
Web Publishing	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA or possible East Coast	E. Ramirez	P: 415-974-7443	F: 415-267-4570
WEC	Admin	Executive Assistant	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Bus Dev	Director, Business Development	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Confer	Conference Coordinator	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Confer	Show Director	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Operations	Operations Manager	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Sales	Sales Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600

IDC Directions

continued from page 1



IDG WORLD UPDATE

Columns of fire erupted from the stage at Boston's Hynes Convention Center following the opening display of indoor fireworks at IDC Directions '99.

tems, Service and Collaborative Research.

Among their predictions:

- 12% of U.S. households will contain local-area networks by 2002.
- In 1999, over one-half of Internet users will be women and more than half will live outside the U.S.
- The number of people connected to the Internet will grow from 150 million today to half a billion in 2003.
- More than half of U.S. households and 25% of households worldwide that are connected to the Internet will make an online purchase in 1999.

Gens, who focused on the ways companies must adapt their strategies to survive and thrive in the new Internet economy, noted that just showing up on the Internet with a "dot.com" presence is no longer enough. A company's success over the next five years will depend on its ability to "dot compete," Gens said, joking that "we're going to trademark that!"

IDG WORLD UPDATE

*IDC President **Kirk Campbell** (right) with two of the 24 speakers at this month's Directions '99, **Frank Gens,** senior VP, Internet Research, and **Philippe de Marcillac,** senior VP, Global Research.*

During the afternoon sessions, a total of 24 IDC analysts participated in six conference tracks that explored various aspects of "The New Economy" including Internet commerce, systems and servers, software engines and building the new economy.

The San Francisco and Boston briefings drew 1,034 and 867 attendees, respectively. In addition, the events were covered by some 50 different members of the press including reporters from *The Wall Street Journal*, *USA Today*, *Business Week*, *The Los Angeles Times*, *Wired Magazine*, *ZD Net*, *Bloomberg News*, C|Net and VNU. The U.S. editions of Directions '99 were sponsored by *Computerworld*, *PC World*, *SunWorld*, *JavaWorld* and *Windows TechEdge*.

IDG WORLD UPDATE

***tephanie Manning**, product manager, Interactive Products and Services, demonstrates IDC.net to an attendee at this month's Directions '99 in Boston.*

The IDC sales force has identified $834,000 in new business that was either a direct result of, or was accelerated by, Directions, accordiing to IDC Vice President of Marketing **MaryAnne Sinville**.

"I had several new business prospects that I invited to Directions," said New Business Account Executive **Trace Weatherford**. "Amazingly enough, they all showed up. There were great meetings between myself, the client and the analyst, and I expect that I'll have at least three new clients by the end of April."

Vice President of Growth Accounts **Steve Cooper** said his group will close over $200,000 worth of business as a direct result of the San Francisco event. And **Jim Farley**, director of sales, said that one prospect had been dragging his feet a bit but is now serious as a result of all the colleagues he met at Directions that are currently clients.

Wrapping up the day's proceedings was IDG Vice President Technology and *InfoWorld* columnist **Bob Metcalfe**, who summed up the key messages delivered by IDC's analysts. In addition he shared some thoughts on various next-generation Internets, including the Gigabit Internet, the Direct Access Internet, the Telephone and Television Internets as well as the Pay-As-We-Go Internet, admittedly "not the most popular idea I've ever put forth." In fact, Metcalfe noted that his prediction that Internet users will eventually begin to foot a larger portion of the cost of the Internet actually elicited his very first two death threats--"anonymously and via e-mail over the Internet, fittingly enough."

For the second year in a row, IDC is making all the presentations available to attendees on a password-protected Web site. Slides and audio will remain available until Directions 2000 comes to town.

For more information, please contact MaryAnne Sinville at msinville@idc.com. WU

Upcoming IDC Directions briefings

Asia/Pacific

March 23	Kuala Lumpur, Malaysia
April 13	Singapore
April 20	Melbourne, Australia
April 20	Seoul, Korea
April 21	Thailand
April 23	Sydney, Australia
May 24	Wellington, New Zealand
May 25	Auckland, New Zealand

Europe

April 12	Milan, Italy
April 13	Amsterdam, the Netherlands
April 14	Brussels, Belgium
April 14	Stockholm, Sweden
April 15	Copenhagen, Denmark

Latin America

October 5	Colombia
October 7	Venezuela
October 14	Mexico City
October 27	São Paulo, Brazil

Please note: The Tokyo event, scheduled for April 16, has been postponed.

noteworthy people

Berman

Cordero

Sanderson

Shutrump

Petty

Promotions

IDG Research Services' **Emily Berman** has been promoted from research associate to advertising research analyst. "Emily has successfully implemented IDG's in-depth coverage of the European/Middle Eastern/African region publishing markets for the IDG Executive Committee and IDG Global Solutions," said IDG Research Director **Allison Stamm.** "Her contributions to this effort have been invaluable, and her newly expanded responsibilities will ensure the continued success of the project."

An eight-year veteran of IDG, *PC World* Senior Account Manager **Wayne Silverman** has been named eastern advertising manager. "For the past six years, Wayne has been a true leader and inspiration on the *PC World* ad sales team," said **Bob Carrigan**, associate publisher of *PC World*. "He has consistently grown his market share and forged key relationships with top-level clients."

New employees

Analyst **Richard Yen** has joined IDC Japan's Solutions group, where he will develop an IT service program for the Japanese market. He holds an M.B.A. in international management from Boston University and enjoys classical music, bicycling and golf.

Latin America Research Analyst **Irene Kuster** comes to IDC's Mountain View, Calif., office from Mast Americas - Fundacion Chile, where she was a senior consultant. She earned an MBA from The American Graduate School of International Management in Phoenix, Ariz. She enjoys travel and anything Latin, from food to dancing.

Renee Jones has been hired by *The Industry Standard* as a conference manager. She was previously an office manager with CSE Systems Corp., for which she also handled tradeshow and event management and executive administration. She enjoys going to street festivals and blues events and is especially proud of the fact that she found a sunny apartment in San Francisco's tight housing market in just three days.

Michelle Obrda is IDC's newest associate analyst in the Investment Research Service/Custom Information Access group. Her previous job was as a project director with Savitz Research Solutions in Dallas. She earned a B.B.A. in marketing from the University of Texas/Austin, and her hobbies include jogging, dancing and volunteering at the Animal Rescue League of Boston.

Ernesto Cordero joins the IDG's Corporate Support Center in Framingham as a check processor. He was previously an accounts payables clerk with Kidde Fenwal, where he streamlined the debit/shipping/receipts system. He is a graduate of the Colegio Universitario del Turabo in Caguas, Puerto Rico, where he earned a B.B.A. in management/accounting. Outside the office he enjoys baseball, volleyball and basketball.

Amy Kotsopoulos joins IDC as a consulting production specialist. She was previously a production editor at *Personal Engineering and Instrumentation News* for PEC, Inc. and was responsible for formatting newsletters and reports. She holds a B.A. in biology from Clark University in Worcester, Mass., and an M.S. in journalism from Boston University. In her free time she works as a member of the Junior League of Worcester and a Clark alumni mentor.

Meeting Planning Specialist **Amy Sanderson** comes to CIO Executive Programs from J.R. Schuman Associates, where she worked as a project manager. She holds two degrees from Keene (N.H.) State College: a B.S. in human services and a B.A. in technical theater. Away from her desk, she likes to jog, in-line skate and practice yoga.

IDG Books' Foster City, Calif., office has hired **Kathryn Hoover** as a product packaging coordinator for the Dummies and CPG lines. She was previously a copy desk editor with Suburban News Publications in Columbus, Ohio. She holds a B.A. in literary and cultural studies and professional writing from Pittsburgh's Carnegie-Mellon University. She enjoys hiking, photography and cooking.

Previously a sales coordinator at PR Newswire, **Jennifer Russell** is now an ad sales assistant at Mac Publishing. She has a B.A. in communications from the University of Puget Sound in Tacoma, Wash., and enjoys windsurfing and snow skiing and boarding.

Colleen Shutrump has been hired by IDC's Interactive Training Services and IT Education and Training group as a senior research analyst. She was previously with Linkage Inc., where she worked as a team leader for market assessments. She holds a B.S./B.A. from Youngstown State University in Youngstown, Ohio, and an M.B.A. with a focus in international business from Baldwin-Wallace College in Berea, Ohio. She says her German shorthaired pointer puppy Isabelle is "the light of my life."

Transfers

PC Games Production Manager **Gloria Orbegow Petty** is now production manager at *Publish*. She earned a B.A. in industrial arts with an emphasis in graphic arts/journalism from San Francisco State University. In her spare time she enjoys flea markets, good books, coffee shops and growing flowers.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Ursula Sauter *IDG Germany*

19
John Dix *Network World*

18
Helga de Gregori *IDG Germany*
Shirley Ingram *IDG Australia*

15
Carlos Alberto Pereira *IDG Brazil*
Ed Acly *IDC*

14
Joachim Herbert *IDG Germany*
Aromi Rajon *IDG Global Solutions/France*

13
Simone Fiedler *IDG Germany*
Martin Meier *IDG Switzerland*

12
Magdalena Koch *IDG Germany*
Eleni Brisbois *Network World*

11
Peter Gruber *IDG Germany*
Graca Sermoud *IDG Brazil*

10
Hiltrud Osterried *IDG Germany*
Kirsten Højrup *IDG Denmark*
Evilee Thibeault *Network World*

9
John Kilcullen *IDG Books*
Susanne Kirmaier *IDG Germany*
Hans Königes *IDG Germany*
Ken Xie *IDC Beijing*
Alessandro Degli Occhi *IDG Italy*
Ellen Messmer *Network World*

8
Christoph Burkhart *IDG Germany*
Reinhold Harlacher *IDG Germany*
Claudia Heidutzek *IDG Germany*
Ingrid Kurz *IDG Germany*
Lothar Miedel *IDG Germany*
Peter Leslie Townsend *IDG Germany*
Renee Amadio *IDC*

7
Thomas Hoffmann *Computerworld*
Maggie Murphy *IDG*
Jeff Senna *InfoWorld*
Andrew Angeles *InfoWorld*
Michael Cooney *Network World*

6
Jitka Hozova *IDG Czech Republic*
Andrea Winholz *IDG Germany*
Mary Corder *IDG Books*
Lisa Golden *IDG List Services*
Maureen Molloy *IDC*

5
Leila Cristina Capitulino *IDG Brazil*
Manabu Wada *IDG Japan*
Cheryl Toffel *IDC*

4
Elizabeth McGrath *PC World*
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Christian Meyer *IDG Germany*
Martin Chau *IDC Hong Kong*
Yolanda Martinez *IDG Spain*
Brad Grimes *PC World*
Robert Gray *IDC*
Richard Black *Network World*
Tom Garvey *Network World*

3
Mick Arellano *IDG Books*
Renee Dunn *IDG Books*
Ritchie Durdin *IDG Books*
John Ball *IDG Books*
Petra Rammelsberger *IDG Germany*
Ingrid Schutzmann *IDG Germany*
Sheila Barcelos Zabeu *IDG Brazil*
Kek Li Peng *Computerworld Singapore*
Brian Donovan *IDC*
Michael Olfe *IDC*
Tom Norton *Network World*

2
Jason Boss *IDG Books*
Susann Naumann *IDG Germany*
Andreas Koschinsky *IDG Germany*
Solange Ciavatta Kutuchian *IDG Brazil*
Birgit Nonboe *IDG Denmark*
Kevin Krull *IDG*
Christian Bousquet *IDC*
Melissa Shaw *Network World*

1
Jarmila Frejtichova *IDG Czech Republic*
Andy Antioquia *IDG Central Services*
Martina Hübelbauer-Gutmann *IDG Austria*
Gary Suen *Computerworld*
Gunnar Lott *IDG Germany*
Ralf Kreuzer *IDG Germany*
Andreas Klett *IDG Germany*
Ronald Wiltscheck *IDG Germany*
Peter Müller *IDG Germany*
Takako Iguchi *IDG Global Solutions/Japan*
Santile Mariano *IDG Argentina*
Kim Wilken *IDG Denmark*
Sidsel Jørgensen *IDG Denmark*
Jane Jordan *IDG*
Suzanne Gray *IDG*
Lori Pardy *IDG List Services*
Nathan Don *IDG Games Media Group*
Elizabeth Wasserman *The Industry Standard*
Koji Moriya *IDC Japan*
Anita Ramachandran *IDC*
Denise Dubie *Network World*
Jamie Kalbach *Network World*
Sandy Weill *Network World*
Lisa Smith *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Network World's Ann Jordan earns Q1 President's Award

Supervisor of Advertising Operations **Ann Jordan** received the *Network World* President's Award for outstanding performance for the first quarter of FY99.

Ann Jordan

According to one of the nominations, "Ann is very pro-active, customer focused and receptive to handling requests and/or problems. She's always willing to assist at any given moment and will go the extra mile."

Jordan joined *Network World* as the advertising coordinator in July 1993 and was later promoted to senior advertising cordinator.

The President's Award program began in 1991. Employees are nominated by their business unit peers, and the quarterly winner is selected by *Network World* Inc.'s seven-member strategic advisory committee. WU

celebrating 10!

Name
Philippe Mingori

Home
Croissy sur Seine, Yvelines, France

Joined IDG France
September 1986, as advertising sales manager at *Le Monde Informatique.*

Career path
Advertising sales director (*Info PC*), advertising sales manager (*LMI*) and sales director (IDG France).

Current title
As sales director, I manage all the sales teams (25 people) at IDG France.

Most challenging part of your job
Managing and working with all the teams.

Career highlight
My promotion to sales director.

I joined IDG because
Two of my friends worked for the company.

What's kept you at IDG for 10 years?
The ambience and no time to search for another job!

Best way someone could compliment you on your work
Tell me I establish good relationships with other people.

Interests outside the office
Family and sports.

Family
Wife Isabelle, and Elodie, 18 years old; Benjamin, 16; Paul, 12; Camille, 10.

What's the most rewarding aspect of work?
The satisfaction of a job well done.

What accomplishment at work are you most proud of?
My advancement within IDG.

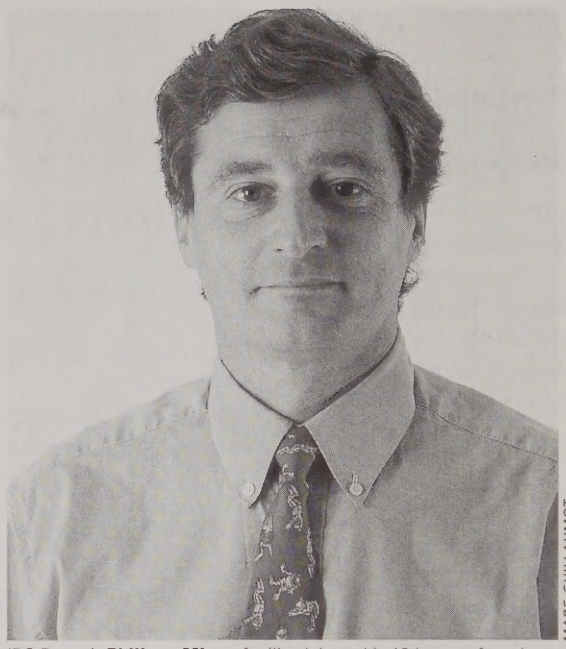
Dream destination
Hawaii

What is the last good deed you did?
I gave money to a childrens' charity.

As a child, what did you want to be when you grew up ?
A surgeon.

Your idea of a perfect day?
A good day with my family.

If you won the lottery tomorrow, you would
Buy a new house and new car and establish my own company.



MARC GUILLAUMOT

*IDG France's **Philippe Mingori** will celebrate his 13th year of service to IDG in September.*

If I could do one thing over
Create my own business: a services company that organizes events.

Retirement dreams?
Go traveling.

Manager's profile
"Philippe is the most experienced salesman in IDG France; moreover, he is the only employee who has worked for every publication. He is a character, devoted to the teams, and ready to participate in any meeting, as long as it may bring back some revenue to the company! He is a very pleasant colleague who always keeps his sense of humor. In short, he behaves in the office like he does in a soccer game (he really loves this sport): runs forward with the obsession of scoring the winning goal that will make IDG the world champion."

- Marc Joly, general manager/group publisher IDG France

Change of address

The southern California/Irvine Regional Sales Office will be moving to new quarters March 29. The new address will be:

IDG - Irvine Regional Sales Office
18831 Von Karman Ave., Suite 200
Irvine, CA 92612

Main phone numbers for business units are as follows:

Computerworld	949-250-3942
IDC	949-250-1960
InfoWorld	949-250-1305
IDG	949-250-0164 (new)
Network World	949-250-3006
PC World	949-250-8081
Solutions Integrator	949-250-4142 (new)

Coming next week...

The winners of the Mystery Building Contest will be announced in this space. Stay tuned!

IDG **WorldUpdate**

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

IDG's newly named President and CEO, ***Kelly Conlin****.*

Kelly Conlin named CEO of IDG

Effective immediately, IDG President **Kelly Conlin** will now also assume the title chief executive officer.

In making the announcment, IDG Chairman **Pat McGovern** said, "I am very pleased that the Board of Directors accepted my recommendation that Kelly be appointed the chief executive officer of IDG. As president for the past four years, Kelly has grown the company's revenue by over 50% to $2.35 billion and spearheaded product development initiatives that have led to more than 100 new publications. As the leader of IDG's management team, he has dramatically advanced IDG's investments in, and information services about, the Internet. He has overseen the launch of more than 240 Web sites to complement and extend IDG's information services to the readers of its 290 publications, has initiated the creation of leading conferences and expositions focused on the Internet, has identified new markets to launch publications such as *The Industry Standard* and has led the development of the industry's first global Web advertising network."

Conlin, 39, has been at IDG for the past 10 years, serving as president of the company for the past four years. The CEO title has not been used at IDG since 1995, when the title of IDG founder Pat McGovern was changed from chairman and CEO to chairman.

"IDG has the most comprehensive product portfolio of any technology media and information services company," Conlin said. "As the information technology market passes one trillion dollars, I am pleased to have the tremendous opportunity to continue IDG's 35-year tradition of innovation and rapid

continued on page 6

Third annual Webby Awards honor Web elite in style

Books, babies and breaking news stood up and took a bow at the 1998 Webby Awards last month. Among the 22 best Web site award winners were Amazon.com (www.amazon.com), which took home silver statuettes for Best Commerce and Best Technological Achievement Sites; Babycenter (www.babycenter.com), Best Living Site; and CNN Interactive (www.cnn.com), Best News Site.

JACK GESCHEIDT

Mac Publishing President and CEO ***Colin Crawford*** *(front, center) and IDG President and CEO* ***Kelly Conlin*** *(right) were among the 3,000 "digerati" who attended the Webby Awards on March 18.*

More than 3,000 "digerati" attended the so-called Oscars of the Internet at San Francisco's Herbst Theatre. In its third year, the Webby Awards honor excellence, creativity and the Web personalities that spur millions of users to venture online. MTV News called the awards "a cyber geek love-fest."

Five sites are nominated in each category, which range from Arts to Weird, and then are viewed by a panel of 220 judges. This year's panel included musician David Bowie, film director Francis Ford Coppola, "The X-Files" star Gillian Anderson and "Dilbert" creator Scott Adams. PriceWaterhouse-Coopers audited the ballots.

Winners were called onstage for an acceptance speech, which following Webby Awards rules, is limited to five words (see sidebar page 4).

Amazon.com's London-based affiliate, Internet Movie Database (www.imdb.com) won Best Film Site for the third year in a row, a "three-peat"

continued on page 4

in brief newsworthy

PC World signs exclusive marketing deal with Office Depot

Office Depot shoppers no longer have to take a dog-eared copy of *PC World* with them when they're looking for new computer products.

Last month, Office Depot and *PC World* signed an exclusive, one-year agreement for the international office-supply chain to excerpt the magazine's editorial and monthly Top 100 product reviews for point-of-purchase displays and a variety of in-store signage. The signs will be placed next to reviewed products carried by Office Depot as early as this month.

Bob Ostrow, *PC World* director of advantage marketing, said he'd been working with Office Depot on this arrangement since last summer. "This is going to give us tremendous added-exposure value," he said.

Starting with its April issue, *PC World* will also be the only computer magazine to carry Office Depot's quarterly Buyers' Guide. The guide is a 12-page advertising insert that includes coupons and information on custom and pre-configured desktop and notebook PCs, software, printers, digital cameras, monitors and other products. Starting in May, *PC World* will also be the only computer magazine to be sold in Office Depot stores.

"This is a brand-new and unique arrangement and is the first time Office Depot has run with any of the computer publications," Ostrow said. "Office Depot gave up all newsstand sales in its stores a couple of years ago, and now *PC World* will be the only publication of any kind for sale in its stores."

Ostrow noted that the agreement is only for Office Depot's 680 U.S. stores and that they haven't broached the subject of Office Depots in other countries carrying local *PC World*s. "If it's successful here there's no reason to assume [Office Depot] won't broaden it out. We would certainly work with our sister publications around the world, but they'd retain control of the local content."

"We see this as a valuable service for our customers," said Gary Schweikhart, vice president of public relations for Office Depot. "By providing instant access to *PC World*'s reviews – while shoppers are in the store, considering which products to buy – we can help our customers make smarter high-tech purchases. This agreement complements both our strengths."

For more information, contact Bob Ostrow at 508-370-0844 or bob_ostrow@pcworld.com. WU

NW's virtual seminars take teleconference prize

Network World's virtual seminars are reaping real awards.

Last month, Network World's real-time, interactive, multimedia Internet conferencing application (see "Network World's virtual seminars a hit with clients," *IDG World Update*, Feb. 8) won the International Teleconferencing Association's (ITCA) Best Application of the Year award.

The virtual seminar program, which teleconferences up to 120 geographically distinct "attendees" via their phones and PCs, is based on Latitude Communications, Inc.'s MeetingPlace technology in conjunction with a sophisticated data-conferencing platform. Network World combines the technologies with value-added content, marketing and the Network World brand to provide clients with a virtual classroom or marketing environment.

According to **Jim Grisanzio**, Network World public relations manager, Latitude Communications submitted the virtual seminars application for the ITCA award. "Basically, it's a joint award, but it's our value-add and how we used it that won the award."

"The ITCA Best Application of the Year awards recognize unique applications of a product or technology that solve existing problems or create new opportunities for the end user, " said George Wilson, who chairs the ITCA awards program. "Network World's application of the MeetingPlace conferencing technology enabled the company's customers to deliver a message and interact with a wider audience more efficiently than a face-to-face seminar. [Their] submission unanimously emerged as the top choice among our judges in the category of Corporate Communications."

"It is gratifying to receive an award for our application of Latitude's virtual collaboration technology because it validates what Network World, Inc. sees as an emerging platform for events," said **Bill Reinstein**, Network World senior vice president for business development.

"What's nice about this award is that it's for a brand-new program and a future-oriented one," Grisanzio said. "This area is growing rapidly and is one of the ways Network World extends its brand in the market.

To date, Network World has organized six virtual seminars for clients and, according to Grisanzio, has several more in the pipeline. Network World is offering the seminars to other IDG business units on an original-equipment manufacturer basis to sell to their own customers.

For more information, contact Bill Reinstein at william_reinstein@nww.com. WU

Clarification

IDG Books will not own the new building to which its Indianapolis operations will move next January (*IDG World Update*, March 29). It does, however, have a 10-year lease on the space.

Q and A executive

Ralph Peter Rauchfuss
The managing director of Computerwoche Verlag is this week's guest columnist.

Computerwoche Verlag at-a-glance

Location Munich, Germany
No. of employees 180
Established 1974
Publications
Computerwoche
CW Extra/CW Focus (supplements to *Computerwoche*)
CW Young Professional
ComputerPartner (CP)
CP VAR Magazin
CP Retail Magazin
Gateway

Other products Various new media products online and offline (see www.computerwoche.de and our CD-ROM products).

Accomplishments
- *Computerwoche* has been Germany's No. 1 publication for IT professionals for more than 20 years.
- *Computerwoche* is the No. 1 publication of all German special interest magazines in terms of ad revenue and No. 6 of all other publications in Germany (including general interest titles) in terms of ad pages.
- *ComputerPartner* had the highest increase in ad pages of all German IT publications in the last calender year.

Q Describe the German IT publishing market.

A The market is divided into three parts: gaming, private and semi-professional users, and IT-professionals. IDG Germany as a whole serves all target groups. **York von Heimburg** addresses the games audience with the very successful *Game Star* and publishes *PC-Welt* and *Mac Welt* for PC and Mac users. At Computerwoche Verlag we serve the IT professionals on the user side with *Computerwoche* and *Gateway* [a networking title] and their affiliated products and on the dealer side with *ComputerPartner* and its affiliates.

A recent market/media survey by the audit bureau LAC (via 14,000 face-to-face interviews) showed there are about 13.5 million people in Germany who are extraordinarily/very much interested in computer technology and computer applications and 4.4 million people who are decision makers for IT investments in business environments. The latter is the main target group of Computerwoche Verlags' products. *Computerwoche*'s competitors are one other weekly IT publication (*Computer Zeitung*) and the German *Information Week* from CMP, as well as big business publications like *Focus*, *Spiegel*, *capital*, etc. On the recruitment side we mainly compete with the daily newspapers.

ComputerPartner's main competitor is *Computer Reseller News*, and *Gateway*'s is *Network Computing*. Both are from the German CMP subsidiary.

Q Computerwoche Verlag's results have been outstanding for years. What's your secret?

A Our success is based on our "three leg" philosophy: 1. vision 2. strategy 3. approach. When I joined IDG January 1991, *Computerwoche* was already very successful. But I did not plan only to defend the success, I planned to expand it. So the company grew from 44 million DM (US$24 million) revenue in FY91 to more than 100 million (US$54 million) in FY99. In the early and mid '90s we set up clear visions of where we want to go mid- and long-term. Then we developed the strategy of how we wanted to reach our goals, and third we defined our approach for our customer services, our products, our service partners, our employees and for the management team. Initially it looked very theoretical, but now it is an ongoing procedure all the time. And it is led by the individual product champions, **Karin Giffhorn** for *Computerwoche*, **Thomas Perskowitz** for *ComputerPartner*, **Eva-Maria Behrendt** for *Gateway* and **Michael Freter** for New Media. This is my key to success: to have a very strong management team behind me.

Q How is *ComputerPartner* doing since the change to a weekly?

A We changed from a fortnightly to a weekly when our main competitor, *Computer Reseller News (CRN)*, did it. The good news is that we have gained market share against *CRN* since this move, and we are gaining profitability and visibility. With our sidekick products *VAR Magazin* and *Retail Magazin* we are the only publisher covering the whole market. The bad news is that the German indirect market is undergoing great change with the mergers and acquisitions of distributors, and the market is overloaded with information. Our goal is to become the No. 1 reseller publisher in Germany where we now hold a 40% market share compared with *CRN*'s 60%.

Q What is the IT publishing job market like in Germany?

A It is hard to find good people as we have the best already with us. We just turned 25 years old and six employees have been at CW Verlag more than 20 years, 11 more than 15 years and 30 more than 10 years. To attract and retain good staff we are much more active in public relations activities than we were in the past. We are communicating our business success and show that it is fun to work with us. And there are a lot of possibilities: Oktoberfest, bicycle tours around a famous Bavarian lake or a skiing weekend with employees where they can win a snowball match against me!

Q Are you planning or currently undertaking new projects this year?

A We are happy to have our newest baby *Gateway* with us. Priority No. 1 is to make it successful as soon as possible in the same way we did it with *Computerwoche* and *ComputerPartner*. But we will keep our eyes and minds open. If there is an opportunity we will take it, shake it and try to awake it. Then we will make it!

Ralph Peter Rauchfuss can be reached at ralph_rauchfuss@idg.com.

Thank you very, very much

Webby Award acceptance speeches are limited to five words or fewer. Here are some of the winners' concise thank-yous.

"I'm king of the World...Wide Web."
— Colin Needham from The Internet Movie Database (Best Film Site).

"This one's for Tinky Winky,"
— Cindy Johanson of PBS Online (Best TV Site)

"Who, What, Where, When, Webby."
— Scott Woelfel of CNN Interactive (Best News Site)

"Thanks. Contributions are tax deductible."
— California Voter Foundation (Best Politics/Law Site)

"No ads. No registration. Exploratorium."
— Exploratorium (Best Science Site)

Ticket winner enjoys "Web-studded spectacle"

"It was a spectacle, not a star-studded one, but a Web-studded one," said **Diana Scarbrough**, associate site producer for IDG Books' Dummies.com. Scarbrough won Webby Awards tickets in a random drawing sponsored by *IDG World Update*. "It was a night out on the town," she said. "I tried to fit the dress code, which was 'spiffy.' You could tell a lot of work was put into [the event]. I hope I win again next year!"

Webby Awards

continued from page 1

matched only by three-time Best Print & Zines Site winner Salon Magazine (www.salonmagazine.com). Superbad.com (www.superbad.com) won Best Weird Site, a favorite category of the crowd.

Also given out were the People's Voice Awards, which are voted on by more than 100,000 Internet users who registered to vote at the Webby Awards site. Several sites collected both Webbys and People's Voice Awards, among them The Motley Fool (Best Finance Site; www.foolcom) and The Onion (Best Humor Site; www.theonion.com).

"The diversity of the nominees is a testament to the Internet in that that there are still nominated Web sites created by one to two people competing with nominees created by large teams of 80 or more," said Tif hlain, executive producer/creative director of the Webby Awards. "And large or small, they flew in from Russia, Australia, Holland, the U.K., Spain, the Philippines and from all over the U.S. to attend the show. This kind of international presence is really exciting."

The gala was also Webcast to 100,000 online fans at www.webbyawards.com. "Last year, we received two million hits the 10 days following the event," Shlain said. "This year, we received six million in one day."

According to Shlain, more than 150 international print, broadcast and online reporters attended this year's awards, not to mention hundreds of reporters who watched the live Webcast. Media outlets covering the awards ranged from *The New York Times*, *The Boston Globe*, and *Variety* to BBC-TV, Agence France Press, National Public Radio and *Spiegel*, Europe's largest weekly news magazine.

Dwight Gibbs accepts a Webby Award from Mistress of Awards Marina Berlin on behalf of The Motley Fool, the winning site in the finance category. The award (and Berlin's dress) sport a coil motif used to suggest a spring for all the ideas being created on the Web.

PETER MARCUS

(L-R): ***Claudia Smuckler****, director of operations for the Webby Awards, Patrick Kowalczk, press agent for the Webby Awards, and* ***Tiffany Shlain****, exectuve producer/creative director of the Webby Awards.*

Shlain noted that this was the first year the Webbys were not associated with *The Web* magazine but were organized by the newly founded International Academy of Digital Arts and Sciences. "The Academy, established to uphold and enhance our credibility in the absence of *The Web*, was very well received by the community," she said.

The Academy announced that its first grant, sponsored by Levi Strauss & Co. in the amount of $10,000, will be awarded in the upcoming months to the best Web site proposal that infuses more expression into digital communication.

Media partners for this year's awards were expanded to include *Time* magazine, *Entertainment Weekly*, *ArtByte* magazine, *Access Internet* magazine and the *SF Bay Guardian,* in addition to IDG sponsors *PC World*, *The Industry Standard* and *TipWorld*.

"We received all of our print advertisements in-kind," Shlain said. "This visibility garnered tremendous awareness and exposure. In the cases of *PC World* and *The Industry Standard* we received print ads, and with TipWorld we promoted the Webbys to subscribers interested in the Internet. Their strength, reputation and reach into the Internet community greatly increased our numbers."

For more information, contact Tiffany Shlain at 415-882-7180 or tiffany@webbyawards.com. For a complete list of Webby Award winners, go to www.webbyawards.com. WU

Job Opportunities –April 5, 1999

Senior Editor (CHSG)
The Senior Editor will plan, develop, and edit feature-length articles. Top-notch writing and editing skills, a proven ability to hit deadlines and extensive industry contacts are a must. Substantial experience covering the indirect sales channel for computer products as well as knowledge of enterprise application software technology and market required. The position requires 5 or more years of journalism and/or computer industry experience, with a proven track record as a team player. Journalism or technical degree preferred. *Location: Flexible*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Finance/Operations Specialist (CIO)
CIO Communications is seeking a Finance/Operations Specialist to report to the CFO. Primary responsibilities will include invoice encoding, reconciliation's, petty cash maintenance, office administration, vendor relations/analysis and special projects as assigned. Ideal candidates will have a BS in Accounting or Finance, 2-4 years experience in accounts payable and knowledge of Windows 97 and Filemaker Pro. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Account Director (CW)
Computerworld is looking for an energetic, highly motivated sales executive to join our dynamic team. Reporting to the Associate publisher/Western Region, the successful candidate will use solutions-selling techniques to create powerful sales strategies, pursue all assigned advertising sales opportunities, and grow existing business from Computerworld customers. This role will require the selling of multiple Computerworld products to customers and their advertising agencies. This position requires excellent verbal and written communication and organization skills. Advertising sales experience is required, preferably in the IT industry. Knowledge of technology, Internet Commerce and Telecommunications a plus. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. 8-10 years experience in customer-focused sales environment is required. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Sales Operations Systems Administrator (IDC)
IDC is seeking a Sales Operations System Administrator who will be responsible for maintenance of all lookup documentation and data in the sales automation systems. The ideal candidate will be detail-oriented, have the ability to work on several projects simultaneously and understands the relationship of data and documents in automated systems. The ability to communicate and work with employees in all functional areas of the organization including IT, Sales, product marketing and research is a must. This candidate will also welcome the innovations and challenges of working in a changing business environment with evolving systems and business rules. Windows 95, Microsoft Office, Internet, and excellent typing skills required. Experience with automation or database projects, Lotus Notes, and the IT industry a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Web Content Coordinator (IDC)
In this position, you will create value-added content for IS professionals bases on the award winning IDC Technology Integration Panel Study (TIPS) Program's survey results and other IDC research. You will integrate various aspects of IDC research into a Web site specifically developed for this purpose. You will generate additional services for the Web audience to increase participation and Web site traffic. Ideal candidate will possess skill in using SPSS, Excel, Word, and HTML. Must be familiar with survey data and have experience with Web sites including the ability to post new content and manage a BBS. Prior experience establishing links with other Web sites and developing a Web "community" a major plus. This position has high visibility within IDC and offers rapid career advancement potential. Must be innovative and able to develop future business opportunity. *Location: Framingham, MA or Mt. View, CA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

European Correspondent, (IDG News Service)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the European computer and communications markets from either our London or Paris news bureau. Wide ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely European and global perspectives. Frequent travel will be required and fluency in more than one European language is a big plus. The ideal candidate has a broad understanding of the European IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. This individual is also a technology generalist who is comfortable covering the entire IT spectrum -- from hand-held computers to mainframe systems and from PC LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing environment would also be a plus.
Location: London, England or Paris, France
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-423-0404,
Email: elizabeth_heichler@idg.com

Shipping Supervisor (IDG/B)
Our Foster City office has an opening for a Shipping Supervisor to provide support in the areas of mailroom operations, shipping and receiving. You will be responsible for receiving, logging and distributing incoming packages, and processing outgoing packages using the most efficient and economical methods possible. You will also be interacting with the entire staff, answering shipping-related questions and making recommendations for cost saving shipping alternatives. Working with the Mailroom Coordinator, you will manage this two-person team in a number of other daily responsibilities. High school diploma and 2+ years as supervisor of mailroom operations are required. You must have a working knowledge of IBM computers, including MS Excel and MS Word applications. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Special Sales Account Manager (IDG/B)
An outstanding opportunity for a highly self-motivated sales professional with a proven track record of success to sell creative bundling and custom publishing opportunities to major accounts and manufacturers. Position requires an aggressive deal-maker who enjoys prospecting and developing new accounts, and possesses excellent creative deal management and presentation skills. Must have 3+ years sales experience calling on senior managers and OEM executives preferable in the high tech industry; BS degree preferred; publishing industry a plus.
Location: Foster City, CA
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Online Sales Associate (IFW)
InfoWorld is looking for an enthusiastic, organized individual to support the online sales effort at InfoWorld.com. The Online Sales Associate will track sales for this high-growth business, support online ad coordination, prepare sales materials and reports, and research the competition. Exceptional organizational, time-management and oral/written communication skills are required. Experience in sales, public relations, or marketing -- especially online -- a definite plus.
Location: San Mateo, CA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-572-7341,
Email:resumes@infoworld.com

Receptionist (IS)
The Industry Standard seeks an energetic, professional receptionist/office administrator for it's growing publishing company. Will be responsible for meeting, greeting and directing all visitors, answering the main telephone line, and acting as the first point of contact. Other responsibilities include incoming and outgoing mail and package processing, ordering supplies, coding bills, filing, scheduling of conference rooms and providing general administrative support for staff. Ideal candidate will be highly organized and efficient, pleasant, and be able to work independently with little supervision. Excellent written and oral communication skills required. Must have solid PC skills and knowledge of Microsoft Word and Excel. Prior experience working in a fast paced office environment is helpful and general understanding & interest in Internet economy desired. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Business Development Manager (IS)
The Business Development Manager will work closely with our strategic partners, optimizing and extending relationships; manage independent projects; work with senior management to analyze broad business initiatives; meet with current and potential partners to develop/refine key industry relationships; and analyze/evaluate new business opportunities and revenue streams. The ideal candidate will possess a BA/BS (MBA preferred); 3 years' experience with Internet publishing and/or business analysis; experience in an online content publishing environment; a blend of sales, analytical, and project management ability; excellent presentation, negotiation, and written/verbal communication skills. Management experience a plus.
Location: San Francisco, CA
Contact: J. Walowski, Fax: 415-733-5402, Phone: 415-733-5482, Email: joew@thestandard.net

Product Development Manager (IS)
The Product Development Manager will be responsible for analyzing and executing opportunities in all forms of e-commerce; subscription, transaction, and sponsorship. The individual will work closely with the editorial department to manage content components of new products; develop/test revenue models and pricing strategies; meet with current and potential partners to develop/refine key industry relations; and work with the marketing department to create brand identity for new products. The ideal candidate will possess a BA/BS (MBA preferred); 3+ years' experience with Internet publishing and/or business analysis; a substantial Internet background; strong analytical & project management ability; a solid understanding of technology; and familiarity with Internet commerce and successful business models.
Location: San Francisco, CA
Contact: J. Walowski, Fax: 415-733-5402, Phone: 415-733-5482, Email: joew@thestandard.net

Registration Manager (WEC)
IDG World Expo is seeking a Registration Manager. This position will be responsible for managing the entire registration process for five + events per year including, the registration vendor selection process, management of the registration vendor relationship, and ensuring all event registration requirements are fulfilled through customized detailed reports and by providing pre-registration reports to senior management. Ability to manage all registration operations and logistics, including working with the decorator to produce registration layouts and signage as well as the training and supervision of on-site temporary staff is required. The ideal candidate should work well under a deadline intensive environment and have at least 3 years registration experience and an event management background. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

IDC recognizes First Quarter Excellence Award winners

Twenty-two employees from a wide range of IDC departments recently received IDC Excellence Awards for the first quarter of FY99.

The awards program recognizes employees for outstanding performance and service and allows U.S. employees to nominate their peers' work and contributions to IDC. Winners are chosen by a five-member committee.

IDG WORLD UPDATE

IDC Framingham's honorees included (left to right): ***John Lyons***, ***Janis Dempsey***, ***Cheryl Toffel***, ***Jacque Sweeney***, ***Michelle Byda*** *and* ***John Farrell***.

IDG WORLD UPDATE

As IDC's Framingham staff grows, the floor plans at Five Speen Street have been redesigned and many employees have relocated to new offices at Three Speen Street. All the changes have meant lots of work for IDC's Office Services, IT and Telecom staff, who were recognized with an Excellence Award for their efforts. Some of the members of the "interoffice move" team check out their equipment. (L-R): ***Marianne Nichols***, ***Phyllis Borden***, ***Lloyd Kosh***, ***Melissa Foster*** *and* ***Ann Clark***.

BRAD BALDWIN

(Left to right): ***Dorothy Rosenthal***, ***Dot Allen*** *and* ***Renee Amadio*** *work at IDC West in Mountain View, Calif.*

RESEARCH AND CONSULTING

Business Development
John Farrell
Consulting Manager, Services

Business Development
Dot Allen and **Dorothy Rosenthal**
Consulting Directors, Systems, Software, Storage and Semiconductors Group

Customer Service
Jacque Sweeney
Senior Research Analyst, Data Warehousing

SALES AWARD

Teamwork
John Lyons
Client Services Representative, Hardware East Strategic Group

CORPORATE SERVICES

Teamwork
Michelle Byda
Group Operations Coordinator, IRS/CIA (Investment Research Service/Custom Information Access)

Customer Service
Renee Amadio
Systems Administration and Desktop Support (Mountain View, Calif.)

Teamwork
Janis Dempsey and **Cheryl Toffel**
Senior Account Executives
Report Sales and Reprints Group

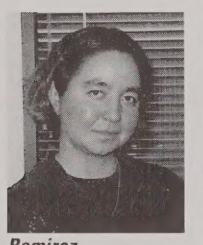
Teamwork
Sydney Balise, **Lloyd Kosh**, **Melissa Foster**, **Marianne Nichols**, **Joanne Johnson** (Office Services); **Ann Clark** and **Phyllis Borden** (Telecom); **Mark Hall**, **Wayne Hetherington**, **Joe Howard**, **Bob Gagnon**, **Paul Rooney**, **Michael Cole** (Information Technology)

WU

noteworthy people

Harrold

Murphy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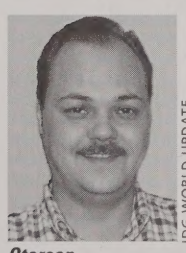

Oterson

New employees

Brian Harrold joins IDC in the newly created position of vice president of Interactive Products and Services (IP&S). According to **Mitchell Rose**, vice president, Information Systems, Brian will direct all aspects of IP&S including the development of IDCNet, IDCIntranet and the public Web site www.IDC.com. He was previously with Gartner Group Learning.

Thomas Murphy has been hired by IDC as a research manager, coming from Digital Equipment Corp., where he was a principle consultant in corporate strategic planning and strategic marketing. He earned a B.S. in chemical engineering from Boston's Northeastern University and an M.B.A. from the University of Rhode Island. When not writing his third thriller, he competes in regional and national track and field events in the long jump and sprints.

Previously a research manager with Pyramid Research, **Hector Hernandez** has signed on with IDC's Miami-based Latin America office as a senior analyst. He earned a B.S. in industrial engineering from the Universidad Javeriana in Bogota, Colombia, and an M.A. in public policy from the University of Michigan. Away from the office he can be found mountain biking, hiking or salsa dancing.

Sean Burmeister joins IDG Books' Foster City, Calif., office as an account coordinator, coming from Franklin Templeton; where he was a shareholder services representative. He earned a B.S. in business from California State University/Chico and in his spare time surfs the 'Net and follows the National Football League, particularly the Pittsburgh Steelers.

Kevin Shafer, formerly a freelance development editor for IDG Books in Foster City, Calif., has joined the company full-time as a development manager, coordinating the activities of the acquisitions, development, copy editing and production departments. He holds a B.S. in journalism from the University of Kansas in Lawrence. He's a "big time" Oakland Athletics baseball fan and is the second baseman for a softball team.

A recent graduate of the University of California/Santa Barbara with a B.A. in literature and a minor in professional/technical writing, **Gavin Austin** has been hired by IDG Books as an assistant acquisitions editor.

Julie Ramirez has been hired by IDG Games Media Group as an assistant online producer. She was previously with the multimedia firm Zoomedia where she worked as an assistant producer. She has a B.A. in psychology from UCLA and got her multimedia training at the Bay Area Video Coalition. In her free time, she likes toy collecting, movies, ice cream and Italian sodas.

Transfers

After 10 years at *Computerworld*, Ad Coordinator **Judy Schultz** has joined *Network World*'s marketing department as a graphic designer/marketing specialist, charged with designing collateral materials, and providing sales support She will also be the Web publisher for Network World Fusion's Media Lounge and the marketing portion of Transfusion.

InfoWorld Regional Sales Manager **Susan Green** is now a senior account manager with *PC World*'s Orange County, Calif., office, with responsibility for Orange County, San Diego, Utah, Nevada and Arizona. While at *InfoWorld* she won the 1997 Lions Pride Gold and Salesperson of the Year awards and the Lions Pride award in 1998. She holds a B.S. in business with a major in marketing from Indiana University in Bloomington, Ind. With one daughter at the University of San Diego, she enjoys spending time with her husband and friends, decorating, cooking and exercising.

Telecom Specialist **Jeff Oterson** returns to his position with IDG Central Services in San Francisco after working as a freelance contractor. He previously was a yeoman in the U.S. Navy. Outside the office, he moonlights as a disc jockey.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Conlin

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growth to serve our customers worldwide.

"As we begin the new millennium, IDG will be aggressively expanding the resources it provides technology marketers and the content it delivers to technology buyers, with a particular emphasis on enhancing the digital delivery of our services."

Conlin joined IDG in 1989 as director of business development. Prior to becoming president of IDG in October 1994, headed IDG Marketing Services (now known as IDG Global Solutions), which is responsible for IDG's global sales and marketing through a network of offices in the U.S., Europe, Asia and Latin America. Prior to joining IDG, Conlin held executive and editorial positions at CNN and The New York Times Company.

Conlin was recently named by *Media Industry Magazine* as one of the top five executives in the business publishing field and by *Boston Business Magazine* as one of the "40 under 40" most influential executives in Boston under the age of 40.

He graduated magna cum laude from Carleton College, where he was elected to Phi Beta Kappa, and is a graduate of the Harvard Business School. WU

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Juan Manuel Saez *IDG Spain*

14
Dolores Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

13
Judit Fülöp *IDG Hungary*

12
Nancy Grant *InfoWorld*

11
Mindy Blankenship *InfoWorld*
Crawford DelPrete *IDC*
Lotte Davidsen *IDG Denmark*

9
Lawrence Neves *GamePro*
Anthony Picardi *IDC*
Claudia Sans *IDG Argentina*
Myriam Contreras *IDG Argentina*

7
Steven Fricke *IDG Global Solutions*
Ruth Sager *IDC*
Gábor Révész *IDG Hungary*
Jack Wang *IDG Taiwan*

6
Kathy Badertscher *InfoWorld*
Doreen Francy *IDC*
Stefani DiMauro *IDG Books*

5
Helen Saraceni *IDG Books*
Attila Schopp *IDG Hungary*
Lorraine Cosgrove *Computerworld*

4
Henry Morris *IDC*
Maridee Ennis *IDG Books*
Andrea Sziebig *IDG Hungary*
Rosalynn Chua *IDG World Expo/Asia*
Brian Kornegay *IDC Singapore*
Sheila Tan *IDG Singapore*

3
Sean Dugan *InfoWorld*
Chip Brookshaw *InfoWorld*
Felicia Howell *InfoWorld*
Robert Vanglo *IDG Denmark*
Karen York *IDG Books*
Nancy Price *IDG Books*
James Conley *IDG Books*
Ching Lee *IDG Taiwan*

2
Liz Algar *IDG Books*
Edmund Penslien *IDG Books*
Giulia Rancati *IDC U.K.*

1
Joe Benway *InfoWorld*
Jacob Ward *The Industry Standard*
Laura Rich *The Industry Standard*
Nicole Chiala *The Industry Standard*
Michelle de Anderson *IDC*
Alexandra Martinez *IDC*
Meredith Pettine *IDC*
Eugenie Brown *PC World*
Angela Chan *IDG Australia*
Jessica Petty *IDG Books*
Breea Hosier *IDG Books*
Michael Janssen *IDG Books*
Joyce Hsu *IDG Taiwan*
Cathy Lai *IDG Taiwan*
Monica Benatti *IDC Brazil*
Davina Yeo *IDC Singapore*
Kuniko Takahashi *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

for fun

contests

And the winners are...

The following three employees' names were selected in a random drawing of all entries that correctly identified these four buildings in *IDG World Update*'s "mystery buildings" contest Feb. 22.

- **Terina Scott**, account manager, IDC Australia
- **Mikael Arnberg**, IDC Nordic (Copenhagen)
- **Meryl Salter,** European marketing manager, IDC Europe (U.K.)

Each of these winners will receive an *IDG World Update* T-shirt featuring an original Rich Tennant cartoon. Congratulations and thanks to all who entered!

Photos Wanted!

If you would like to have your office represented in future "mystery buildings" contests, send a photo to *IDG World Update*, 31 Milk St., Suite 210, Boston, MA 02109. Or, e-mail it to world_update@idg.com.

JON TEPPER

A. IDG Taiwan

IDG WORLD UPDATE

C. PC Advisor (U.K.)

IDG WORLD UPDATE

B. IDC Nordic (Copenhagen)

MOLLY FURZER

D. IDG Australia

celebrating 10!

Name
Richard Pastore

Home
Marlborough, Mass.

Joined IDG
April 1988 as a copy editor at *Computerworld*. Switched into staff writer role after one year. In 1991, moved to *CIO* as a writer. Became managing editor in 1996 and then executive editor in 1997.

Current title
Executive editor. I help the editor-in-chief run the magazine and manage the staff. In the past two years, I've focused mostly on internal processes, editorial quality and understanding our readers.

Most challenging part of your job
Figuring out what our readers want and finding new creative ways to give it to them.

Latest accomplishment
Organized a series of articles to help CIOs be better enterprise leaders, which will run in our summer issues.

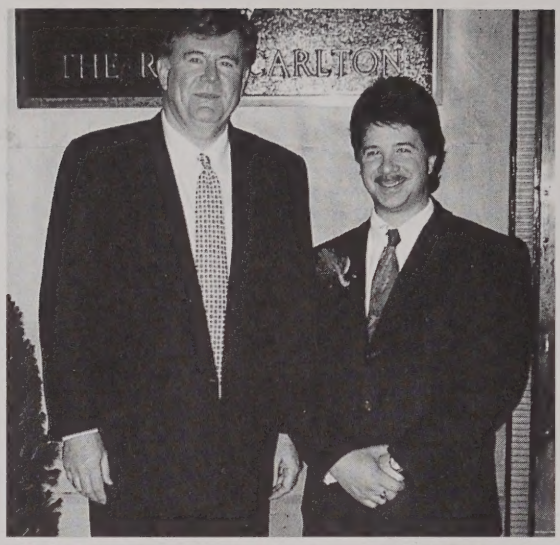
Career highlight
I've enjoyed the work trips I've taken to China, Belgium, the Netherlands and France to report and interview CIOs in these countries. I always feel like an ambassador because these CIOs really enjoy the opportunity to represent their country's version of the profession.

Most memorable thing that's ever happened to you at work?
I've made a few fun video movies with the *CIO* staff, including a vendor visit from hell, and an attack on our offices by a 7-inch motorized Godzilla.

What's kept you at IDG for 10 years?
A steady stream of promotions that provided new responsibilities, new things to create and the chance to influence what goes on here.

What accomplishment at work are you most proud of?
In 1997, I coordinated the creation of *CIO's* 10th anniversary special issue.

Favorite Web site
eBay (www.ebay.com). I scan the toy auctions almost daily, and have been buying toys from the '60s and '70s that I had and lost, and ones I never had but wanted. The latest was Tin Can Alley, a rifle that uses a light beam to shoot cans of Dr. Pepper off a fence.



CIO's ***Rick Pastore*** *(right) joins IDG Chairman* ***Pat McGovern*** *for dinner in honor of his 10 years of service to the company.*

Fantasy job
I'd like to be Steven Spielberg's favorite film editor. I'd enjoy editing his movies with him.

Five people - living or dead - you'd invite to a dinner party?
Harry Houdini, Mark Twain, Walt Disney, John Lennon, Vincent Price.

As a kid, what did you want to be when you grew up?
I wanted to dig up dinosaur bones and glue them together.

If you won the lottery tomorrow, you would:
Buy my mother a house, buy the Batmobile (the TV version), take a steamboat cruise down the Mississippi, and give a lot of the money to seeing-eye-dog charities for the blind.

Manager's profile
"Rick is the consummate executive editor. He understands our readers' needs and how we can best serve them, and he consistently delivers on that in every way that counts. Rick provides leadership in shaping *CIO*'s content, connecting with our readers, and improving our internal processes and the overall quality of our product. I expect a lot of Rick, yet he continues to amaze me with his unfailing ability to take an idea and execute it quickly and well."

Abbie Lundberg, editor-in-chief

Worldwide Recruitment Meeting to be rescheduled

Due to the current conflict in Yugoslavia, the Computerworld/InfoWorld Global Product Support Center has decided to change the venue and date for the Worldwide Recruitment Conference originally scheduled for April 14-15 in Budapest, Hungary. The European Online Meeting (which followed the day after) is also being rescheduled.

More information on a new date and place for both meetings will be available shortly.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

IDG's Philippine publishing partner turns 10

*IDG Chairman **Pat McGovern** (right) presents a plaque of appreciation to **Ramon San Jose, Jr.,** for his 10 years of service to WS Computer Publishing Corp., IDG's licensee in the Philippines. WSCPC's senior collector, Jun, as San Jose is known to friends, started working for the company two months after it came out with its first publication in March 1989. Looking on is **William Chua**, WSCPC president.*

One of IDG's oldest and most successful publishing partners recently celebrated its 10th anniversary with an assortment of activities designed to both reinforce its market-leading position as well as thank employees for all their hard work and loyal service.

WS Computer Publishing, the undisputed No. 1 publisher of IT information in the Philippines kicked off its celebration with a CEO luncheon at which IDG Chairman **Pat McGovern** was the featured speaker. Some 30 CEOs from leading Philippine corporations were on hand to hear McGovern speak about "Profiting in the New Era of Internet Commerce." The event was widely covered by local media and included several television interviews with McGovern.

Later that evening, more than 200 customers and industry leaders were invited to a gala dinner celebration at the Shangri-La Manila. Once again, McGovern was the guest of honor. Also during the evening, WSCPC pledged to donate P1 million to-

continued on page 6

IDG Web sites explore creative advertising options "beyond the banner"

Webvertising dictionary

Click rate
Approximate percentage of ad impressions that result in visits to an advertiser's site via an online ad.

Page view
Number of HTML pages viewed by readers (not including GIFs, frames, etc.) Note: "hit" is not used as an accurate form of traffic measurement for IDG sites; hits is an inflated measurement, representing the number of elements clicked on a page. Page Views is the accurate counting measure.

Ad view (ad impression)
Total number of ads served from the site.

How far we've come.

In the early days of advertising on the Internet, way back in 1994, options were simple. Sales reps offered clients the opportunity to purchase banner ads on various pages of an organization's Web site. The narrow ads stretched the width of the screen, and the size of a basic banner — 468x60 pixels — wasn't even standardized by the Internet Advertising Bureau until 1997. The banner promoted the advertiser's organization or company and, by clicking on the banner, users were linked to the advertiser's site for more information. The biggest choice advertisers had was the location of the banner ad on the page and its frequency (i.e., general or fixed rotation).

Today, options for Web advertising have proliferated. The increased number of advertising methods are due to a variety of reasons, including advances in Web technology, ad agency and client demand for more creative options, and the need to overcome inventory constraints.

The last reason, inventory constraints, is more of an issue for smaller IDG business units outside the U.S. The term "inventory constraints" refers to the situation created by a Web site that has limited content (and thus a limited number of Web pages to accommodate standard advertising banners) but has numerous advertisers seeking online ad opportunities. In that situation, sites need to offer additional methods to advertise online "beyond the banner."

In general, traditional online banner ad clickthroughs are falling fast, according to industry studies. IDG's Global Web Support Center (www.supportcenter.com) asks business units to contribute click rate data, and the more sophisticated Web sites last year averaged a click rate of 1.0%. This year that's been almost halved. However, industry watchers say that those falling banner click-through rates don't mean that Web ad-

continued on page 2

Online ads

continued from page 1

vertising is in decline.

"It's a more savvy community that's using the Internet now, and plain banners are beginning to bore people," said **Sean Murphy**, one of PC World Online's two Northwest regional sales managers. "They are more likely to respond to ads that have specific information that's useful to them, or ads that use rich media, such as Enliven, that draws their attention."

Ad options such as rich media can deliver highly creative and information-laded ads that can be very interactive and often use sound or video. IDG Web sites are gearing up to have the capability to serve a range of rich media ads (see the IDG Global Web Support Center's "Site Profiles" for a list of those sites prepared to use rich media). However, the ability of a user to see a rich media ad is highly dependent on what kind of browser is used and if the computer has the proper plug-ins, such as RealAudio or QuickTime.

Banner (top), button and medallion ads are being used in new ways with non-banner ad options, such as e-mail newsletters, to offer a wider range of opportunities to advertisers.

Agencies are having a difficult time using the technology effectively, said **Ann Roskey**, director of online services at Network World, mainly because an agency may not have the staff with the skill to program the complex ads correctly. "An ad is developed by an agency as a standalone component, but it cannot be effectively tested until it is placed in 'delivery' mode," she said. "That's why feedback from the sites is critical, but I believe the situation is improving as agencies learn more."

As far as the effectiveness of rich media, "it seems to help overall click-through, or at least provides a lasting positive impression with viewers," said **Dave Shimada**, interactive account executive for *The Industry Standard*. "However, click-through rates have been difficult to track accurately with the use of third-party ad server companies that many clients are now using. Right now, there is no standard on how people count clicks [for enhanced media], or even ad impressions for that matter. Some count it when the banner is completely loaded [i.e., fully unveiled on the screen], others do not."

Text-based ads included in e-mail newsletters are an increasingly popular route to non-banner revenue. The ads are typically 50 or 60 characters across and five lines deep. According to **Bill Reinstein**, senior vice president/business development at Network World, banner ads on Network World Fusion are typically in the range of 0.5% to 1.5% click-through and are highly dependent on the creative, the offer and the brand. However, click-throughs on NW's many newsletters, both the topic-specific ones (*Network World Fusion Focus*) and site-based link newsletters (*inFusion and inSite*) are in the range of 1.0% to 2.0% depending on the newsletter and topic. "Stats are very variable here, but bottom line we find our readers respond very well, better, in fact, to ads in e-mail than to banner ads on the site," he said.

In general, though, it's still a brave new world out there. "Advertisers haven't figured out Web ads yet," said IDC's **Barry Parr**, program director, Internet and eCommerce Strategies. "Web advertising is about response rates, cost per order and securing a specific amount of revenue. Direct marketers understand these elements for their traditional business, but they haven't understood, any more than retailers have, how to move their business online."

As a way to better understand the Web world, clients are asking IDG's online sales staff to recommend advertising options. "All of the clients and agencies we deal with want to know what our capabilities are," said PC World's Murphy. "They'll cite specific examples of what they want and then ask us what we can do out-of-the-box. They'll ask us what we can customize for them, such as what microsites, what white paper opportunities, etc."

"I would definitely agree that there is an opportunity for agencies and marketers to work more closely with the advertising personnel of the site, if they have the staff to do so," Roskey said. "We have often heard that online media decisions will be made in favor of sites that have the best customer service over many other factors."

As a way of helping IDG offices worldwide respond to the demand for creative online ad opportunities, *IDG World Update* has provided on pp. 4-5 a list of "beyond the banner" advertising options that can loosely be called added services to advertisers. Some examples yield incremental revenue while others are purely additional services that help advertisers build brand and drive traffic to the their sites. WU

E-mail newsletter programs

1) E-mail newsletter sponsorships

Text-based ads (usually 50 or 60 characters across and five lines deep) sold for text-based e-mail newsletter updates. The ad is clearly marked and separated as advertising. An HTML format can also be used for e-mail users who subscribe to this type of e-mail newsletter. Standard banner (468 x 60 pixels), button (120 x 90 or 120 x 60) or medallion (125 x 125) ads are embedded in the HTML e-mail newsletters. This option is easy to implement and is similar to direct mail circulation with advertising opportunities.

2) E-mail marketing newsletters

E-mail newsletters build deeper relationships with advertisers' target audience. These newsletters are an added value and include online marketing opportunities and news about existing online advertisers; vendors provide the content. Recipients subscribe to these targeted newsletters to receive vendor information.

3) E-mail list rental

Web sites rent the e-mail addresses of those users who register with the site and agree to receive qualified advertising material.

Online ads supporting conferences and expos

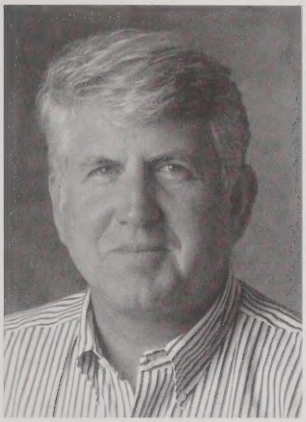
These take different forms, such as conference sponsorships with online ad banner options, show daily reports and links to conferences.

Delivery sponsorships

Many sites offer the reader an opportunity to "Email this article to a friend" or "Print this Page"; vendors can sponsor this ad option; "Brought to you by Lotus," for example.

Q and A

Bob Metcalfe
IDG's vice president technology is this week's guest columnist



Bob Metcalfe at-a-glance

Joined IDG March 2, 1992

Home Maine
Office Boston

IDG career *InfoWorld* publisher/CEO 1992-1994; *InfoWorld* columnist 1992-today; IDG vice president technolopgy 1994-today; IDG director 1998-today.

Previous claims to fame Inventor of Ethernet, founder of 3Com Corp.

Current goal To be recognized as the No. 1 technology pundit in the world.

Awards (among many)
- IEEE Medal of Honor, 1997
- Elected to the National Academy of Engineering, 1997
- First journalism award: 1995, Exploratorium, Public Understanding of Science Award.

Web site
www.idg.net/metcalfe

Q What does IDG's vice president technology do?

A I am a technology pundit. I am not IDG's CIO. My job is to write, give speeches and organize conferences.

Since 1992, I've written a weekly column for *InfoWorld*. My average weekly *InfoWorld* readership is above half a million information systems managers (not counting international syndication), who, blind and unaided, voted me their favorite columnist. I give about 30 speeches per year for the good of IDG — and no, I'm not looking for more invitations. Also, I am executive producer of Agenda (www.agendaweb.com) and Vortex (www.vortex99.com), which are invitation-only industry conferences: Agenda for the computer industry and Vortex for the converging Internet, telephone and television networking industries.

Q What kinds of trends do you see emerging at conferences like Vortex and Agenda?

A If Agenda and Vortex were uncovering only one trend, it would be that personal computers are passé. The Internet has taken over from the PC. Network computers, Internet appliances or whatever we end up calling them, are emergent. And so are what my friends at MCI Worldcom call "silicon cockroaches": computers communicating through the Internet without one of us sitting in front of them, say the micros in kitchen appliances, in our cars, on our belts.

Q What's your latest theory on whether or not the Internet will collapse?

A The Internet suffers outages every day. I call the big outages "collapses." If you want to read more about these outages see my columns at www.infoworld.com/metcalfe. In 1995, I predicted a "gigalapse" — an outage with a loss of a billion user hours — during 1996. I was wrong. The largest collapse during 1996 was a 118 megalapse, about a 10th of what I had predicted. So I literally ate my *InfoWorld* column in front of a large audience (April 10, 1997, in Santa Clara, Calif.). Now, I am better known for eating my gigalapse column than for inventing Ethernet. Go figure.

Q You recently wrapped up the IDC Directions conference with what was advertised as a "no holds barred commentary on key messages" delivered by IDC's analysts. What were some of your thoughts?

A I talked about 10 next-generation Internets, like the Gigabit Internet, the Direct Access Internet, the Quality of Service Internet and the Pay-As-We-Go-Internet. Also, I explained why Internet stock prices are so high. Because dowager corporations are looking for Web gigolos to take them to the Internet Riviera. I also urged: Sell half of your highly appreciated Internet stocks now. If they go up afterward, enjoy the ones you hold. If they go down, enjoy the ones you sold. Trees do not grow to the sky.

I also talked about atoms vs. bits — MIT Professor Nicholas Negroponte's dichotomy.

Did you know that bits people tell jokes about atoms? For example, an atom goes into a bar and asks if anyone has seen his electron. No, says the bar tender, are you sure it's missing? Yes, I'm sure, says the atom, I'm positive.

Negroponte says Internet retail is bigger than anyone imagines. He talks about bookstores and what Amazon.com is doing to them. When you go to a bookstore, you shop hoping for serendipity, you buy on impulse, you meet people, you drink cappuccino — so Amazon is not putting all bookstores out of business tomorrow. But now, what about drug stores? Negroponte says they'd better start serving cappuccino.

Then, I helped the IDC Directions audience to fill out their speaker evaluation forms. This is one way to get high ratings.

Q What was it like being interviewed by "60 Minutes" recently for the segment about [Sun Microsystems CEO] Scott McNealy?

A Being interviewed for "60 Minutes" is exciting. And my mom gets to see me on TV, which makes it all worthwhile. What amazes me is how much time and effort goes into making TV and how little gets on air. You should have heard what I told Leslie Stahl about Microsoft, but then Bill Gates would have too, so maybe it's just as well.

Part two of Bob Metcalfe's column will appear next week. Metcalfe can be reached at metcalfe@idg.net.

Rich Media
Ads generated by DHTML, Shockwave, Active X, Enliven, Flash, Emblaze, Unicast, InterVu, Image Map, RealAudio, GIF 89, Java, Java Script, CGI, HTML. The more complex the code used to create the ad, the better the opportunity to deliver a more creative and information-laden banner. A good site that describes rich media ads and includes case studies: www.turboads.com/richmedia.shtml.

"Intrusive" ads
1. Pop Up Ads
Engages user's attention by uploading an oversized ad in a Web browser window directly over editorial Web pages. Pop Up ads are a subset of interstitial ads (see below).

2. FTP Download Background Ads
Prominent, oversized ads that automatically appear while the user downloads a file from a site. Often bought by vendors as a way to promote software while user downloads a demo version.

3. Interstitial/Splash Ads
Much like TV or radio commercials, online interstitial ads place an active, promotional message in front of users as they gather information. Usually a full page ad, it is inserted into the normal flow of editorial content (literally "stitched" between Web pages, as it is inserted between one hyperlink and another). Considered very intrusive to users and not often used now.

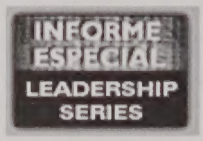
Keyword search engine ads
Ads served depending on keyword search results. Vendors buy keywords (such as "printer") in a site's search engine and their ad appears when a user types in that keyword search. Some IDG sites are selling ads on the basis of database-oriented Web advertising. A client can place its banner on the page with the answer of a certain text search engine request.

IDG business units worldwide contribute ideas for

While the following examples of online advertising opportunities are divided into categories, no category is an island unto itself. Many Web sites take a basic concept and apply it in different ways, often combining it with other advertising options or client services. *Computerworld Argentina*'s example in the conference section, for instance, combines white papers, e-mail newsletters and conferences.

The definitions and examples were compiled by **Victoria Anderson**, director of the IDG Global Web Support Center, with the help of online sales managers and Webmasters from IDG offices worldwide. Sincere thanks to everyone who contributed.

Conference sponsorships



Computerworld Argentina will hold six conferences this year for high-level IT buyers focused on leading-edge products and technologies. The conferences are sponsored by vendors who arrange with *CW Argentina* to produce a white paper on the topic and circulate it as a *Computerworld* insert. The white papers are posted on *CW Argentina*'s Web site (www.computerworld.com.ar) for readers to download for free, and white papers are also sent via e-mail to 500 executives with IT purchasing responsibilities in large companies. In the future, CW Argentina will charge sponsors an extra fee for these e-mail deliveries when the e-mail list is larger. The conference is marketed on the Web with the sponsor's banners and includes a post-event summary. While sponsors are not charged directly for the Internet support services aspect of the conferences, Web activities do affect the final sponsorship prices. Each conference has one or two sponsors and each pays U.S.$15,000.
Contact: ***Ruben Argento****, IDG Argentina managing director (argento-idg@sion.com)*

Links to conferences
Useful in markets where few vendors are purchasing standard banner ads. IDG Austria sells hyperlinks to non-IDG-sponsored conferences and IT expos in Austria as an alternative for vendors who are not ready to purchase banner ads.
Contact: ***Gregor Malischnig****, online business manager (gregor_malischnig@idg.com)*

Delivery sponsorships
At *CIO*'s Web site (www.cio.com), a "CIO Service Center" icon appears on all articles, and *CIO* includes text below the icon indicating that "this service is brought to you by HP." *CIO* serves the graphic image through DoubleClick [IDG's ad serving and tracking partner] to track impressions/clicks. When visitors click on "CIO Service Center" icon, it loads a new page with an article for print out or options to e-mail the article, request a reprint or subscribe to *CIO*. Vendors buy a pop-up box for the first option or a 468x60 banner for the latter three.
Contact: ***Lisa Brown****, director of marketing programs (lbrown@cio.com)*

E-mail newsletter sponsorships
Among the many dozens of examples throughout IDG are TipWorld (www.tipworld.com) and IDG.net (www.idg.net). Both serve these text-based ads (see definition) in their user-subscribed newsletters.

E-mail marketing newsletters

Web Publishing Inc'.s e-mail marketing newsletters include *JavaWorld Shopper Alert*, *LinuxWorld Shopper Alert*, *SunWorld Shopper Alert* and *Windows TechEdge Shopper Alert*. WPI's *Shopper* newsletters differ from its e-mail newsletters [called *"Alerts"*] in that they are considered a value add to current advertisers and are an additional method of driving traffic to the advertisers' sites. The *Shoppers* are e-mailed weekly and are clearly marked as an advertising e-mail. Advertisers provide the content and WPI produces the newsletter. The *Shopper Alerts*' content reflects current advertisers and includes links of the advertisers' choice. The advertiser can use this marketing newsletter to promote itself in various ways, at no extra cost. For example, the advertiser can use a different URL in the newsletter [than used for a banner ad] if it wants to promote a specific product or collect sales leads. The subscriber base consists of readers who have subscribed to WPI's general newsletters and choose the *Shopper Alerts* (see http://www.javaworld.com/javaworld/common/jw-subscribe.html for a sample subscriber form). These marketing newsletters capture 80% of the total e-mail subscribers registered to WPI's lists.
Contact: ***Tony Hunt****, WPI sales operations and research manager (tony@wpi.com)*

Hyperlinks
IDG Sweden introduced a new product in the beginning of 1999 called IT-Gajden http://www.itgajden.idg.se/. It is a product guide that covers most of the IT products and services in the Swedish market. The advertising vendor can buy hyperlinks, and the end user of IT-Gajden can buy the products. The user can

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WWW.IDGWORLDUPDATE.COM

West Coast training opportunities

April 23
Communication and Coaching for Managers
Location: InfoWorld, San Mateo
This one-day workshop will cover the communication and coaching skills needed by managers.

May 11
Presentation Skills
Location: InfoWorld, San Mateo
This one-day workshop is designed to transform the terror of presenting into the thrill of speaking, through skill development and personalized coaching.

May 26
Conflict Resolution
Location: InfoWorld, San Mateo
Participants will learn how to address conflicts in a timely and effective manner, apply pro-active problem-solving techniques and how to use strategies for preventing new conflicts.

For more information, contact **Barbara Hanna**, IDG West training coordinator, 650-312-0673 or e-mail: barbara_hanna@infoworld.com.

IDG Corporate Services Group salutes its IDG clients

The IDG Corporate Services Group (CSG) in Framingham recently took time to salute its IDG business partners who have enabled the group to meet its business goals and ensure its success. The MVG (Mission, Vision, Goal) Team within the CSG coordinated this week-long event in an effort to keep CSG employees close to their own mission, which is to provide excellent service to their customers.

The week kicked off with an Appreciation Card signing event, where CSG employees took time to sign a card for each of their key customers within the IDG business units. These cards were delivered during this week. Additionally, there were a variety of contests for both the group's external partners and internal customers throughout the week. Trivia contests that focused on educating IDG employees and business partners on the functional areas within the CSG were sponsored daily on the group's intranet. Locally, each CSG department sponsored a trivia question of the day that spotlighted some of their accomplishments and facts about their department. Each CSG employee received daily a "Customer Service Tip of the Day," which enabled them to participate in the final week-long contest.

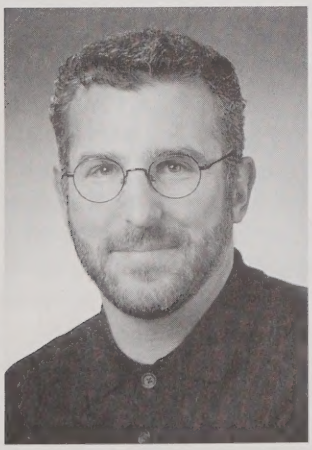
To end the week, the MVG Team sponsored a breakfast for all CSG employees. The group received many positive comments from both CSG employees and the different IDG divisions. "This was a great idea," noted IDG List Services President **Deb Goldstein**, who added that it was a lot of fun participating in the various contests. "It's really nice to be appreciated. Thanks for a great time," said **Joan Olson**, billing coordinator for *Computerworld*.

KRISTEN McISAAC

At your service. Front row (l-r): ***Cindy Petrillo,*** *accounting;* ***Amy Capistran****, tax;* ***Doreen Ferguson****, credit. Back row (l-r):* ***Carrie Bordeau****, IS;* ***Bill Regan****, office services; and* ***Lynn Levasseur****, credit.*

WU

PCW art director earns distinguished service award for artists' contract



PC World's ***Robert Kanes***

PC World Art Director **Robert Kanes** this month won the Graphic Artists Guild's "Walter Hortens Distinguished Service Award for Outstanding Client" for the development of *PC World*'s Artists' Contract, one of the handful in the industry that fairly compensates artists for electronic usage.

The award honors individuals who have demonstrated leadership and special achievements that improve working conditions for all creators of graphic art and/or raise professional standards for the industry. Past award winners have included such leading industry figures as Milton Glaser.

According to Kanes, *PC World* has always had a fairly comprehensive contract, but "as the *PC World* brand has grown we've needed to add new provisions to cover international and electronic usage." Kanes said that since creators own all the rights to a work until they choose to sell or license them for particular uses, "it's been very cost-efficient to buy only the rights we need, but we needed a structure to make it possible."

The trick lay in finding a balance between the needs of the publication and the needs of the contributors. To do this, Kanes instituted a series of panel discussions, which included a wide-ranging cross-section of *PC World* contributing illustrators and photographers, then used the infor-

continued on page 4

travel update

Did you know?

• ANA and United will begin sharing flights May 15 between Osaka and Seoul and between Tokyo and Seoul.

• Effective April 5, United increased from four to 14 daily departures from Boston to Washington D.C.'s Dulles Airport. To celebrate, United is offering double miles on paid flight segements originating, ending or connecting at Dulles Airport. This offer is valid April 4- June 30 and certain restrictions apply. Registration is required at 1-800-645-4502 by entering code 52 at the prompt. Limited to three round trips.

• Aer Lingus continues expansion plans, naming Los Angeles as its fifth hub effective May 28 and offering non-stop service to Dublin. Initial plans call for this service to operate on Wednesdays, Fridays and Sundays. Other expansions include: daily service from Boston to Ireland year round, while increasing to 11 flights during the summer months, and Chicago service will increase to six days per week year round. As an added bonus, when you travel on Aer Lingus to Ireland you can add a trip onto any of its 23 cities in Europe for only $69 with its Euro-Greensaver passes.

• United frequent flyers are now able to access updated mileage plus account information as soon as miles are posted to their account. To register for online access, visit the Mileage Plus section at www.ual.com.

IDG Corporate Travel group issues cost-saving initiatives

IDG travelers are encouraged to fly United whenever offered as a viable option.

IDG has signed an agreement with United Airlines stating that it will be our preferred carrier, and due to strict market share commitments that result in large monetary incentives to IDG (which are returned to your business unit at the end of the fiscal year), we are asking all travelers to fly United whenever possible.

All employees are to use the corporate American Express card for all business-related expenses, including air, hotel, car rentals, meetings/events.

IDG recently conducted a bidding process for the corporate card program. We solicited bids from Citibank Visa, First Bank Visa, GE Mastercard, Diners Club and American Express. American Express was awarded the business as its program enabled the greatest benefits to the corporate card holder while withstanding no corporate liability. In addition, the monetary incentives were much more financially lucrative to IDG. Delinquent accounts, while offering no liability to the company, are deducted from all incentives prior to distribution.

In an effort to meet our incentives, we are asking all employees to please pay credit card billing within three weeks of receipt. This will ensure that our speed of pay (or "client held days" as they are referred to in our contract) is managed, and within the 26 days which are required by the contract for cash incentives. And, as the cash incentives can amount to hundreds of thousands of dollars, our aim is to meet all established goals.

All employees are to make all company travel arrangements with IDG Corporate Travel—either the Framingham or San Francisco offices.

IDG Travel guarantees the lowest fare to its employees, and in an effort to maintain and increase corporate negotiated programs, all travel should be booked through your local IDG Travel Office. Travel includes car, hotel, air and ground transportation.

IDG Travel earns commissions and rebates on all airline, car, and hotel reservations. Should an employee make his/her own reservations direct, not only does IDG lose market share, which could cause us to lose corporate agreements, we also lose commission and rebates, which are distributed back to the business units at the end of IDG's fiscal year.

Continental, Alaska Airlines announce marketing alliance

Continental Airlines and Alaska Airlines announced that they have formed a broad strategic marketing alliance that will also include Alaska Airline's sister carrier Horizon Air. The alliance will allow for codesharing on each other's flights, enable their frequent flyer program members to earn and redeem miles on either carrier's flights network-wide, and pursue other forms of marketing cooperation.

Continental and Alaska anticipate commencing codesharing and reciprocal frequent flyer mileage earning privledges upon obtaining government approvals and will initiate frequent flyer redemption programs soon after.

During the first phase of codesharing, Continental will codeshare on Alaska and Horizon Air flights that connect to Continental in Seattle and Portland, Ore., to over 30 destinations. These destinations include Alaska markets such as Anchorage and Juneau as well as the Pacific Northwest markets such as Spokane, Wash., and Eugene, Ore., as well as Boise, Idaho.

In addition, Alaska will codeshare with Continental's flights between both Seattle and Portland and Continental's hubs . They anticipate extending codesharing to include most of their networks in the Western United States and between the Western United States and both Canada and Mexico--pending government approval.

Canadian Airlines/Air Canada implement ticket surcharge

Both Canadian Airlines and Air Canada announced implementation of a navigation services ticket surcharge to recover the cost of the Air Navagation System provided by NavCanada. Domestic flights for domestic travel will now include a flat surcharge of 7.50 CAD one way or 15.00 CAD round trip. Effective immediately, passengers traveling transborder will pay a surcharge of 7.50 CAD on a one-way ticket and 15.00 CAD for a return ticket. Passengers traveling internationally on Canadian Airlines will pay a surcharge of 15.00 CAD on a one-way ticket and 30.00 CAD for a return ticket or the equivalent in local currency.

This column is contributed by Corporate Travel Director **Lyndsey Pomella**. She may be reached at: lyndsey_pomella@idg.com.

Job Opportunities - April 12, 1999

Assistant Managing Editor/Special Projects (CW)
The assistant managing editor/special projects is responsible for on-line copy editing, page production and final sign-off of all special projects publications, guaranteeing that they are of top-quality editorial material. Special projects include the annual Best Places to Work magazine, Forecast, Campus/Careers magazines, Premier 100 and any other supplements to Computerworld. This person will also lead the production of special features packages within Computerworld and work on the weekly as required. The AME skills must include the following: proficient in QuarkXpress and Microsoft Word, experience with print production on a magazine or newspaper, strong grammar and organizational skills, excellent communication skills and basic understanding of HTML.
Location: Framingham, MA
Contact: E. Fanning, Fax: N/A, Phone: 508-820-8174, Email: ellen_fanning@cw.com

Copy Editor (CW)
Computerworld has an immediate opening for a skilled copy editor. Responsibilities will include editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages on Quark XPress and preparing them for publication. A sharp eye for detail and ability to work under daily deadlines required. Bachelor's degree and at least two years of copy editing experience is preferred. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcisaac@idg.com

West Coast Bureau Chief (CW)
This bureau management position includes direct supervision of West Coast reporters, significant assignment and editing responsibilities in the news, business and technologies sections and some writing. The bureau chief must play an active role in recruiting and screening West Coast job candidates, and in representing Computerworld management at a variety of industry events such as Editors' Days, press conferences and trade shows. The person in this position will be responsible for discussing, assigning and shaping stories and art/graphics with writers each week -- always in coordination with the News and Section Editors. This job will call for frequent contact and communication with the home office, as the bureau chief must be a visible contributor to the news/section logs and a participant in the weekly news meetings. Requirements include strong editing skills, demonstrated knowledge and understanding of the computer industry and IS professionals, solid communication and organizational skills, and the ability to juggle multiple tasks. Previous management experience is a plus. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Reporter (FCW)
Federal Computer Week has an immediate opening for a highly-motivated news reporter to cover a civilian agency/technology beat. Successful applicant will have a "nose for news" and a keen interest in covering how the government buys and uses information technology. This reporter will be responsible for contributing multiple stories each week for both FCW and its on-line edition. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Copy Editor (IDC)
Publishing Services & Technologies (PS&T) seeks a talented Copy Editor. Responsibilities include editing text and tabular material online and on hard copy, working with authors to fine-tune their writing, choosing keywords to enhance online searches, and writing document descriptions and summaries. Strong Microsoft Office Suite skills, especially Word and Excel, are required. Strong attention to detail and the ability to work under tight deadlines are required. A bachelors degree and 3-5 years of experience in a technical environment are preferred.
Location: Framingham, MA
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

Receptionist (IDC)
IDC is looking for a full-time receptionist. Responsibilities include answering a very busy switchboard, greeting visitors, coordinating the conference room sign up schedule, and maintaining the welcome board. Candidates must have a pleasant personality, the ability to handle a large volume and wide variety of callers, ability to keep composure with difficult callers, professional and positive attitude, and work well under stress. Nortel switchboard experience is a plus but not required. *Location: Framingham, MA*
Contact: E. Mazzaglia, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Program Director, Internet & eCommerce Strategies (IDC)
In this high-profile position, the Program Director, Internet & eCommerce Strategies will be responsible for directing IDC's market research and analysis of the future of Internet & eCommerce adoption - with particular focus on business-to-business eCommerce. The position requires excellent skills in: strategic thinking & scenario development research design and management, writing, public speaking and business development. The candidate should have a strong knowledge of business-to-business eCommerce trends, practices, technologies and standards. Note: this is a market analysis position, not a technical position. *Location: Framingham, MA or Mountain View, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: idc_jobs@idc.com

Research Manager, PC Display & Multimedia Technologies (IDC)
IDC seeks an energetic, well-organized and knowledgeable individual to manage its established research program focused on PC display and multimedia technology. This individual will conduct and manage research devoted to desktop PC displays (CRT and LCD). Responsibilities include: regular delivery of written research newsletters, bulletins and reports; vendor data collection, execution of industry consulting projects, and management of end user surveys. Other duties include responding to inquiries from vendors, users, investor clients, and the press; speaking at industry events; and growing IDC's business in the PC display area. Excellent communications, writing, data analysis, and organization skills as well as 2+ years industry experience in the PC display and graphics industry are required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

Inside Sales Representative, Strategic Accounts (SW/West) (IDC)
IDC is seeking an Inside Sales Representative to sell IDC market research services to the vendor community. This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry is a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with clients and prospects. This position reports to the Sales Director, Software West and will be handling both installed base accounts and zero accounts. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team-selling environment. Strong computer skills a plus. With the exception of annual sales meetings, no overnight travel is associated with this job. *Location: Irvine, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs.idc.com

Senior Analyst/Program Manager, Telecommunications Research, IDC Australia (IDC Australia)
Reporting to the regional associate director of communications research, this position will manage the Asia/Pacific telecommunication program for the region, coordinate research and control quality of all research reports/bulletins associated with this program, conduct fieldwork for remote access, broadband technology and telecommunication areas in Australia and will work closely with other product groups and country analysts to ensure strong revenue growth for the group. Position requires a degree in Business, Marketing, Computer Science/Technology or its equivalent, the ability to converse well at all levels, excellent writing skills (English). Candidates must also be numerically inclined, diligent and be able to meet deadlines. *Location: Sydney, Australia*
Contact: D. Philbin, Fax: +65-220-6116, Phone: +65-335-0778, Email: N/A

`Web Production Assistant (Mac Pub)
The Production Assistant will assist with maintenance and construction of the Web site and on-line products. Responsibilities will include translating articles, news, charts, tables, and various other data types for publishing on the Web, coding templates and pages, testing new technologies, and working closely with both creative and business teams to build, maintain, and improve edit workflow, site traffic, and new products. The ideal candidate will have experience in either a fast-paced editorial or large-scale site development environment, have excellent problem-identification, problem-reporting, and problem-solving skills. This position requires the following skills: HTML tables, forms and frames; general knowledge of PhotoShop and Quark; familiarity with Macintosh, PC, and Unix environments; working knowledge of current Web development tools and technologies.
Location: San Francisco, CA
Contact: J. Cheney, Fax: 415-442-0766, Phone: 415-243-3541, Email: jeff_cheney@macworld.com

Marketing Communications Manager - Contract (NW)
Network World's fast-paced marketing department has an opportunity for a contract position to work 30 hours a week, lasting approximately 17 weeks, commencing in early May. This person would join our team to fill in for someone going on a leave. Responsibilities include scheduling and managing projects for Network World's print and on-line offerings such as direct mail, presentations, collateral and data sheets. Responsibilities will also include coordinating mailings, managing collateral distribution, and general service to our sales organization. Individual must have strong project management skills, be detail oriented, possess a "can-do" attitude, and be able to manage multiple projects simultaneously. Proficiency in Word necessary. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Email/System Administrator (NW)
We are looking for an email/systems administrator to manage our custom mass-mailing system and support and administer our Unix and NT servers and workstations. Ideal candidates will have at least one year of experience as a systems administrator. Exposure to UNIX (SunOS, Solaris) and NT preferred. Additional software experience should include a mailing list manager (Lyris, Procmail, ListProc, Majordomo) and familiarity with database driven systems (SQL). Attention to detail and good organizational skills are essential. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-747, Email: hotjobs@nww.com

Account Executive (NW)
This is a great opportunity to gain inside sales experience and learn about advertising sales. Responsibilities include servicing existing accounts as well as prospecting new clients. Individual must have a strong phone presence and effectively make prospecting/cold calls. Individual will also work in partnership with District Sales Managers, seek opportunities to break new business, conduct research, close sales and add value to existing business. Qualified candidates must have excellent communication, interpersonal and customer service skills. Proven organizational and computer skills required and the ability to work in a fast-paced environment. Prior sales experience a plus. Individual must be able to work independently and as a member of a sales team. Familiarity with the high tech market a plus! *Location: Santa Clara, CA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Sales Representative (NW)
This is an outstanding opportunity for an entry into outside sales. We are seeking a highly motivated, energetic individual to manage a localized territory in Northern California. Individual will be responsible for developing new accounts and growing existing accounts and selling multiple Network World products to clients and ad agencies. Ideal candidate must be a highly effective communicator and negotiator and have some sales experience. Knowledge of technology and telecommunications a plus. *Location: Santa Clara, CA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Audience Development Coordinator (PCW OSG)
The Audience Development Coordinator will be responsible for ad tracking and analysis, media buying and monitoring, sweepstakes management, and the coordination of various subscriber acquisition programs. The ideal candidate will have a thorough knowledge of Word and Excel and will be able to create spreadsheet templates and use them as a tool for tracking and analysis. Must have excellent communication skills and be able to quickly adapt to new projects as they arise. *Location: San Francisco, CA*
Contact: N. McLaughlin, Fax: 415-974-7491, Phone: 415-978-3109, Email: noel_mclaughlin@pcworld.com

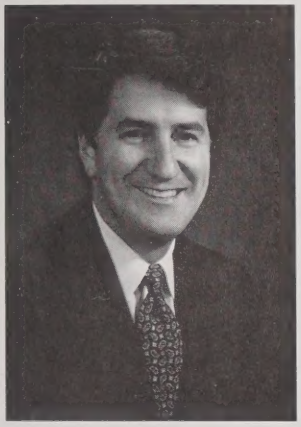
Lead Producer, Tipworld (PCW OSG)
The Lead Producer is responsible for the general oversight and development of all aspects of production for the TipWorld, Dummies Daily, and FileWorld product lines. This person will be working across multiple departments (design and product development, audience development, and editorial) to define, develop and manage the implementation of new products, services, and site features. Responsibilities include coordination of newsletter and syndication launches, web site redesigns, and development of new production procedures. Additional responsibilities include oversight of the production team, and all operations including tip and special mailing deliveries, site maintenance, and client services. Candidates should possess solid project management, production, and editorial skills, have some knowledge of Unix and HTML, and have the ability to direct a multi-faceted project. Prior experience with Vignette StoryServer is a plus. *Location: San Francisco, CA*
Contact: D. Fox, Fax: 415-974-7491, Phone: 415-267-1773, Email: declan_fox@pcworld.com

Staff Accountant (WEC)
IDG World Expo seeks a staff accountant reporting to the Director of Finance. The position is responsible for all invoice and collection activities as well as assisting with the day-to-day accounting. Responsibilities include receivables/payables accounting, general bookkeeping, and vendor interaction. The ideal candidate will have a bachelors degree in accounting, 3-4 years of related work experience, an understanding of standard accounting practices, and be highly skilled in Excel. The ability to multi-task in a fast-paced environment, strong communications skills, high personal integrity, and a commitment to a collaborative work environment a must. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

executive

Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



"Task force members Laurie Morgan, Bill Reinstein and Thomas Gewecke were asked to work with me to develop final business plans associated with these recommendations. Certain new intiatives are already under way, and the full details of these plans will be announced in the coming weeks."

Q **The IDG Board of Directors got the report from the Online Task Force last week. What was recommended by the task force and what was decided as a result of the report?**

A Over the past several years, IDG's business units have focused increasing attention on the Internet, developing literally hundreds of online products around the world. Many of our most successful initiatives have leveraged the customer focus and market strength of our existing brands. We've also created strong Web-only brands, such as JavaWorld and TipWorld. And over the past two years, IDG "network" initiatives like IDG.Net and the Global Web Advertising Network have played a dramatic role in accelerating growth in circulation and revenue across all of our products.

As we enter the second half of FY99, IDG has thriving Web operations in more countries, more languages and more product segments than any media company in the world. IDG's Internet-related revenues comprise our fastest growing market segment, with many business units reporting year-over-year growth rates of 100%, 150% or better.

Even as IDG's efforts have grown, however, the online marketplace provides opportunities to grow even faster. IDG's readers have begun to integrate the Web into their reading habits, and IDG's advertising customers have come to see the Internet as a critical source of buyers and a regular component of their media plans. At the same time, many of IDG's online competitors have grown extremely rapidly, fueled in part by strong public market acceptance of Internet IPOs.

The Online Task Force report, which was delivered to the Board by **Bob Metcalfe**, IDG's vice president technology and chairman of the task force, focused on extensive feedback from IDG's customers and concluded that IDG's ability to rapidly deploy dominant Web products in its core markets would be a key driver of revenue, profit and ESOP value growth over the coming decade. With that in mind, the task force recommended that IDG accelerate its online initiatives, with increased investment and a concerted focus on three key areas:

1) The development of "best of class" online product lines targeting our two largest customer segments: computer professionals in the enterprise, and PC-proficient business managers and affluent consumers.

2) The creation of market-leading, global technology news and technology search products, building on the strong foundation already developed by IDG.Net and the IDG News Service.

3) The widespread deployment across our online products of common "best practice" infrastructure, technologies and business models, as developed already within many different IDG business units.

In general, the task force recommended that IDG pursue an online expansion strategy with the goal of more than doubling online revenues by the end of FY 2000 and of dramatically increasing our penetration among key IDG audiences.

IDG's Board of Directors responded enthusiastically to the task force's recommendations and asked me to move forward with its implementation immediately, with IDG directors Bob Metcalfe and **Steve Coit** serving as advisors in this effort. Task force members **Laurie Morgan**, **Bill Reinstein** and **Thomas Gewecke** were asked to work with me to develop final business plans associated with these recommendations. Certain new intiatives are already under way, and the full details of these plans will be announced in the coming weeks.

Q **In 1998, IDG had a record year in terms of revenue and profits. Why, then, was the growth of our ESOP the lowest it's been in many years?**

A The IDG ESOP is invested in IDG stock. IDG stock is valued once a year by the appraisal firm Marshall and Stevens. Marshall & Stevens is one of the leading ESOP valuation firms in the world handling hundreds of ESOP appraisals every year.

The appraisal is primarily based on the audited results of IDG as well as the market performance of public companies comparable to IDG. Together these components are utilized by M&S in determining the annual valuation of IDG.

At the end of IDG's last fiscal year, which was Sept. 30, 1998, the stock prices of IDG's comparable public companies were at historic lows due to the drop in the entire equity markets in the period Aug. 1 to Sept. 30. As a result, these low comparable public valuations had an adverse effect on IDG valuation on Sept. 30, 1998. There are obvious benefits to not being subject to the day-to-day swings in the stock market, but it is also true that because IDG's stock is only priced annually, the valuation reflects the conditions in the market at one point in time.

Kanes

continued from page 1

mation gathered to create a series of draft provisions, which were reviewed, reworked, and subsequently incorporated into the existing contract.

"It's really an investment in our publication, in that it ensures that we're able to use the best people we can find anywhere in the country, which in turn means we can put together award-winning packages, which then means we can offer the highest-quality publication to our readers and advertisers," Kanes said. "We've actually generated a lot of goodwill and good PR out of it."

"This year's nominees represent the best impulses in our industry," said Guild Executive Director Paul Basista. "We're particularly pleased to have an honoree in the Outstanding Client category. We're hoping this will encourage other clients to start competing with each other to satisfy their artists."

The awards will be presented April 24 at the Society of Illustrators in New York City.

The Graphic Artists Guild is a national union that embraces creators at all levels of skill and expertise who produce graphic art intended for presentation as originals or reproductions.

marketplace classifieds

FOR RENT

• Fully furnished Mill Valley, Calif., home available for six months to one year. Bike and hike on Mt. Tamalpais; enjoy Japanese-style gardens with pond and outdoor enclosed patio areas. Beautifully decorated including living/dining room, large remodeled kitchen, two bedrooms, two fireplaces (one in the master bedroom), and marble-tiled baths. Views of Mt. Tam; easy access to downtown Mill Valley, library, and schools; fast commute to San Francisco. This is a wonderful home for entertaining or just relaxing, in a quiet, sunny area of Mill Valley. Photos available. Monthly rent: $2,900.

--Sara Barnes, 415-383-8584
sara_barnes@infoworld.com

• **Experience Maine island living** on Great Cranberry Island near the heart of Acadia National Park. The island is a 20-minute ferry ride from beautiful Northeast Harbor. The ferry runs about every two hours between 8:00 a.m. and 6:00 p.m. A water taxi is also available. This cozy four-bedroom (plus loft), one-bath house with stove/fireplace includes the use of a car on the island. House is equipped with washer/dryer. Great Cranberry Island is about two miles long and one mile wide, and has a general store (which sells groceries, beer and wine, and serves lunch) and a gift shop. On the mainland, you can enjoy hiking in the Acadia Mountains, mountain biking on the carriage trails or shopping in Bar Harbor. Call for available summer dates. Weekly rate: $650.

-- Mike Comiskey, 508-935-4498
mcomiskey@idc.com

FOR SALE

• 1991 Toyota Celica GT liftback 3D. 4 cylinder, 2.2 liter engine. 5-speed manual transmission, front wheel drive. Air conditioning, power steering, windows and locks, tilt wheel, cruise control, AM/FM stereo and cassette, moon roof. 108,000 miles. Asking $6,200.

--Sharon Chin, 508-820-7507
schin@nww.com

• **Home for sale in Ashland, Mass**. Move right into this beautiful oversized split-level in fabulous neighborhood. Enjoy the peaceful quiet of a corner lot on a double cul-de-sac. Built in 1977 on a private 3/4 acre lot, seven spacious rooms, three bedrooms, two full baths, master bath w/Jacuzzi, two-car garage, cathedral ceilings, beautiful carpeting, central a/c. Huge family room welcomes you with a warm brick fireplace. Family room also has great potential for fourth or master bedroom. Gorgeous eat-in kitchen has new ceramic tile and beautiful sliding glass doors that look out onto large private deck.

January's *U.S. News and World Trade* listed Ashland's School system in the top 100 schools in the nation! Visit www.TownOnline.com for more town information. Don't miss this wonderful opportunity at owning this beautiful home in an incredible location: $229,900. Photo available by e-mail. Call for your private showing appointment.

--Gerry Criscenzo, days: 508-935-4048, evenings: 508-881-323 or gerry_criscenzo@idg.com.

and finally...

Did you know?

• The only 15-letter word that can be spelled without repeating a letter is "uncopyrightable."

• "Facetious" and "abstemious" contain all the vowels in the correct order, as does arsenious, meaning "containing arsenic."

• The longest one-syllable word in the English language is "screeched."

• "Underground" is the only word in the English language that begins and ends with the letters "und."

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

e online advertising opportunities

Microsite opportunity
Vendors can create or sponsor a mini site on a particular topic whereby all the articles on that subject are concentrated in one section. This section can be the most trafficked area of the site, depending on the topic's timeliness. Sponsorships or banner ads are often sold at a higher premium since microsite sponsorship is usually exclusive.

White paper sponsorships
Independent research, often downloadable from a site, that is sponsored by a vendor.

Hyperlinks
An e-mail address embedded in text that links user to another site. Hyperlinks in prominent positions on the home page and within research or marketing material are sold to vendors.

th column ads
With the increased use of larger computer monitors, new screen real estate is being used for ad sales. A "fourth column" extends to the right of the traditional three-column layout and is now being sold with ads that measure 120 x 140 pixels. The larger vertical section on the right side of the screen (usually 150 x 800) is visible to users with a monitor larger than 640 x 480. IDG sites currently selling this space include The Industry Standard (www.thestandard.com) and Network World Fusion (www.networkworld.com).

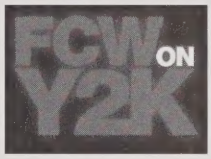
1998% of revenue dollars for Internet ads in the U.S.

58% banner ads
37% sponsorships
% interstitial ads
2% others

Source: Internet Advertising Bureau (www.iab.net), based on an IAB membersurvey

also find articles related to the product from the more than a dozen magazines published by IDG Sweden.
*Contact: **Peter Gremlin**, advertising manager (peter.gremlin@idg.se)*

Keyword search engine ads
IDG Communications Netherlands (http://www.webwereld.nl) has developed what it calls a "find" engine rather than a "search" engine. An advertiser can buy as many keywords as it wants; its banner is served when the user searches on those keywords.
*Contact **Fred Driessen**, sales director (fred@idg.nl)*

Microsites


FCW Government Technology Group has catalogued its extensive fcw.com coverage of the Y2K date problem to create a Y2K microsite (www.fcw.com/ref/hottopics/y2k.htm) and has successfully sold exclusive sponsorship of it continuously since September. Three different advertisers have participated to date; each buying a couple of months' sponsorship. Because one company with Y2K remediation products ran parallel campaigns run-of-site and fixed on the Y2K microsite, FCW could measure very explicitly the difference that a highly focused editorial environment makes on audience response. The click-through rate on the Y2K microsite campaign was several times greater than the click-through rate for the run-of-site campaign.
*Contact: **Steve LeCompte**, vice president, research and development (slecompte@fcw.com)*

White paper sponsorship
On Network World Fusion (http://www.nwfusion.com), advertisers may position their company as an industry expert and educate visitors on their specific technology solutions. HyperLeads provide advertisers with user demographics each time visitors download the white paper.
*Contact: **Ann Roskey**, director, online services (aroskey@nww.com)*

Icon Sponsorship
Computerworld's Quick Poll"resides on the home page (www.computerworld.com) with Compaq as the first sponsor for a three-month period. *Computerworld*'s online editorial staff changes the question on the QuickPoll every Tuesday; Compaq has no control over questions. The week of April 5, the question was "Should online advertisers pull ads from sites without privacy policies?" After a reader casts a vote, the screen refreshes and displays the total number reponses to date and the vote breakdown percentages. Compaq has been extremely pleased with both the prominence of the position and the branding exposure.
*Contact: **Karen Beasley**, online sales specialist, karen_beasley@cw.com.*

Note: Any regular feature of a Web site (search engine, e-mail subscriptions, surveys/polls, etc.) can be a sponsorship opportunity. The vendor logo can be any size; typically it is a button or medallion.

Audio video sponsorship
The "Computerworld Minute," a daily audio roundup of the top news, played over 25,000 times per month by visitors to the CW site and by those coming from three other channels, including RealNetwork's DailyBriefing and the Daily Briefing Minute. Beginning with "Welcome to today's edition of the Computerworld Minute, brought to you by . . . " in the audio stream, the package also offers the options of displaying an image or video within the Daily Briefing and The Real Channels Minute as well as banner positions within the Standard Minute. IBM is the sponsor through April.
*Contact: **Karen Beasley**, online sales specialist, karen_beasley@cw.com.* WU

Want to know more? Log on to the IDG Web Support Center

IDG's Global Web Support Center (GWSC) is an online internal resource and communication tool for IDG business units worldwide to use in developing, maintaining and enhancing their Web-based activities. The GWSC's mission is to facilitate information sharing among IDG Web developers, including publishers, editors, marketing and circulation managers and Web-masters.

A more in-depth version of the online advertising articles in this issue of *World Update* can be found at www.supportcenter.com/ad/btbreport.cfm.

To request a login and password for the GWSC, send an e-mail message to anderson@supportcenter.com and include your name and a preferred password.

Industry Standard takes business-press awards

Business Marketing's (www.businessmarketing.com) Best of Business Press honors eight publications – this year covering industries from agriculture to high-tech – that have met and surpassed marketers' criteria for top business publications over the past year. In honoring *The Industry Standard* for outstanding service to its business-to-business marketing customers, *Business Marketing* noted that the *Standard* "is a horizontal publication that reaches not only IT managers, but also bank presidents and heavy-industry executives."

The Industry Standard has cleared some space on its exposed brick walls for a couple of awards. Last month, the San Francisco-based weekly was honored by *Business Marketing* and *Brill's Content* for its coverage of the Internet economy and how it affects business.

Brill's Content (www.brillscontent.com), a monthly media magazine, noted that "for coverage of Internet companies and the impact of new technologies on media, finance, telecommunications and other industries, it's hard to beat TheStandard.com (www.thestandard.com), the Web version of *The Industry Standard*. The site is a favorite of Marc Andreessen, co-founder of Netscape Communications Corp., who says it offers 'great Internet industry insight.'"

Brill's also singled out the *Standard*'s "Metrics" section, which offers analyses of 'net traffic and trends, and "Media Grok," which follows technology news coverage.

John Battelle, president of *The Industry Standard*, said the magazine's site has been "a breathtaking success. We're now at the point where we're significantly increasing our investment in the site because the response has been so positive. Its reach is three times that of the magazine and its revenue continues to skyrocket. It's a success editorially, from a business standpoint and it's very important to us for new business."

According to Battelle, 3,500 to 4,000 new paid subscriptions come from TheStandard.com. "People get familiar with the brand, the editorial and after awhile they sign up for the magazine. It's the core of our going-forward strategy." Launched in April 1998, *The Industry Standard*'s circulation is now at 100,000.

Battelle said he was pleased that *Business Marketing*, which is published by *Advertising Age*, put *The Standard* in the same company as *Fortune*. "It called us the best of the business press. Our editors were really happy being validated for covering a very unique market. Also, to win an award from a magazine that focuses on business-to-business services, which is one of our largest ad categories, gives our sales team a great story to go to market with." WU

Philippines 10th anniversary

continued from page 1

ward establishing a foundation that would provide IT scholarships to poor but deserving college students.

To cap its 10th anniversary activities, the company hosted an all-day sports competition for employees who were divided into four teams. Facing off at the San Lorenzo Village Sports Center, the teams competed in a variety of events, including a sack race, a tug-of-war, an obstacle course race, as well as more conventional sports like basketball, volleyball and badminton.

IDG Chairman ***Pat McGovern*** *presents a plaque to* ***William Chua,*** *WS Computer Publishing president, congratulating WSCPC for "10 years of editorial excellence and publication leadership." Also pictured (from left):* ***David Hill****, IDG International Publishing Services president;* ***Po Wong****, editor, PC World Philippines;* ***Chin Wong****, editor, Computerworld Philippines;* ***Ibarra Gutierrez****, executive director, WS Expositions Management Group; Lore McGovern;* ***Delia Gutierrez****, WSCPC VP, sales and marketing; and* ***Aida Morales****, WS director for sales.*

"This turned out to be a huge success," noted **Chin Wong**, who oversees the editorial department for all WSCPC publications. "It encouraged camaraderie and brought out the competitive spirit among our people."

While in Manila, McGovern also had a chance to tour the office and speak with employees, who were interested to hear McGovern recount the story of his first exposure to the world outside of the U.S., which came about through correspondence with a pen pal in the Philippines.

WS Computer Publishing publishes five titles: *PC World Philippines* (monthly); *Computerworld Philippines* (fortnightly); *ChannelWorld Philippines* (monthly); *Click!* (monthly); *The Web Philippines* (six times a year). It is also the local representative for IDG Books and operates WS Research Corp., the local IDC office.

For more information, contact Chin Wong at chin@computerworld.com.ph. WU

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17
Grace Castro *InfoWorld*

15
Robert Wallace *Computerworld*

13
Bartolome Robles *IDG Venezuela*
Kazuhiko Kajihara *IDG Japan*

11
Gabriele Arioli *IDG Italy*

10
Erik Müller *IDG Denmark*

9
Lawrence Neves *GamePro*
Jayne Salinger *Publish*

7
Steve Stamates *Computerworld*
Daphne Jeng *IDG Taiwan*
Christopher Willard *IDC*
Yuriko Tejima *IDG Japan*

6
Ellen Fanning *Computerworld*
Drew Moore *IDG Books*

5
Mary Beth Welch *Computerworld*
Lorraine Cosgrove *Computerworld*
Angela Shieh *IDG Taiwan*
Shawne Burke Pecar *PC World*
Kathleen Cox *IDG Books*
Patricia Peng *Computerworld Singapore*

4
Lucy Docherty *IDC U.K.*
Vicky Chung *IDG Taiwan*
Tom Copeland *IDC*
Ron Gibson *IDG Central Services*
Richard Groves *IDG Books*
Stefan Bader *IDG Germany*

3
Tom O'Brien *InfoWorld*
Mariciel Basallo *InfoWorld*
Thomas Debolski *IDG Books*
Kurt Krames *IDG Books*
Cassandra Yamamoto *IDG Books*
Satoshi Yoshida *IDG Japan*
Katherine Noyes *CIO*

2
Natalie Russo *IDG Games Media Group*
Giulia Rancati *IDC U.K.*
Josh Dean *FCW Government Technology Group*
DeForest Smith *InfoWorld*
Christine McGovern *PC World*
Joell Smith *IDG Books*
Kimberly Darosett *IDG Books*
Sofia Marchant *IDG Books*
Yoshiko Mimura *IDG Japan*
Bettina Baasch *IDG Germany*
Svenja Brosien *IDG Germany*
Mior Azhar *Computerworld Malaysia*
Paolo Lombardi *IDG Italy*

1
Sabrina Chen *IDG Taiwan*
Dhyana Wood *InfoWorld*
Bayo Omololu *InfoWorld*
Jennifer Butler *The Industry Standard*
William Brazell *The Industry Standard*
Diane Anderson *The Industry Standard*
Barry Parr *IDC*
Lars Michael Sørensen *IDG Denmark*
Claus Thor Nielsen *IDG Denmark*
Amanda Brown *IDG Books*
Jonathan Malysiak *IDG Books*
Waltraud Wlach *IDG Germany*
Daniel Behrens *IDG Germany*
Michelle de Anderson *IDC Latin America*
Daniel Cardamone *IDC Latin America*
Alexandra Martinez *IDC Latin America*
Tiffany Shlain *IDG Conference Management Group*
Cynthia Petrillo *IDG*
Christopher Davis *CIO*
Norma Intriago *IDG International Publishing Services*

Please note: All anniversary information is to be supplied by individual busines unit managers to *IDG World Update*.

noteworthy

New employees

Patrick Hafford is IDC's new vice president of Publishing Services & Technologies. He comes from the Christian Science Publishing Society, where as managing publisher he oversaw the finance and publishing operations from fulfillment to broadcast operations. He earned an M.B.A. from Babson College in Babson Park, Mass., and enjoys horseback riding and family time.

Peter Spande joins *PC World*'s Rochelle Park, N.J., office as an Eastern account representative. He previously held a similar post with Miller Freeman's *Performance Computing Magazine*. He has a B.A. in English and theater from Luther College in Decorah, Iowa, and an M.A. in music theory and composition from Arizona State University in Tempe. He is a few weeks shy of his wedding.

Sandra Teixeira has been hired by IDG.net as an online account executive, coming from MSAS Global Logistics, where she was an account executive handling global import/export accounts. She has two B.A.s from Purdue University in West Lafayette, Ind., one in psychology and one in advertising. In her free time she enjoys traveling and reading.

IDG.net has also signed on **Holly Bornemeier** as an online advertising account executive. She was previously an advertising sales assistant with Hachette Filipacchi Magazines. She attended Colorado College in Colorado Springs, Colo., where she earned a B.A. in art history. She like to ski, run and travel.

IDG.net Executive Assistant **Kristina Nielsen** comes to IDG.net from working as a press intern for Sen. Robert Torricelli (D-N.J.). She recently graduated from Catholic University of America in Washington, D.C., with a B.A. in communications.

The Industry Standard welcomes **Eric Chung** as a conference coordinator. He was previously an accountant with Wells Fargo Bank's commercial loan center. He attended the University of Hawaii, where he earned a B.A. in Asian studies. Away from the office he likes to swim, cycle and travel. He is currently planning a trip to India and Nepal.

Also new at *The Industry Standard* is Executive Assistant **Alison Valdés**. She was most recently an administrative assistant at Milliman and Robertson, Inc. She holds a B.S. in health education from the University of Maryland and enjoys camping and music.

Transfers

Denise Garcia moves from her role at *The Industry Standard* as director of interactive advertising to IDG.net, where she is director of strategic accounts. She earned a B.A. in English from San Jose (Calif.) State University and practices classical guitar when not training for her first marathon, the Avenue of Giants Marathon in Weott, Calif., later this year.

IDG WORLD UPDATE
Spande

IDG WORLD UPDATE
Teixeira

MARISA CHOW
Bornemeier

MARISA CHOW
Nielsen

IDG WORLD UPDATE
Garcia

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

celebrating 10!

Name
John Rousseau

Home
San Francisco

Joined IDG
November 1988 as regional sales manager at *PC Resource* magazine.

Current title
President and CEO, IDG Games Media Group.

Most challenging part of your job
Continuing to grow and diversify my business unit revenue streams. We can't be overly dependent on one particular revenue source. And, keeping good people from leaving to pursue the "World of Internet Company Stock Options" here in the Bay Area.

Best part of your job
Working with a group of talented and creative individuals who strive to be the best every day!

Latest accomplishment
Work: Signed an agreement for a GamePro retail initiative that will maximize the brand power of GamePro for years to come. Outside work: Another baby due on Aug. 15th!

Career highlight
Hope to have a lot more to come, but the turnaround we were able to achieve for this business unit in the last three years will do for now.

Joined IDG because
I was recruited by my brother Thomas and Mike Perlis who both, ironically, now work for IDG competitors. I believe I got the best position out of the deal!

What's kept you at IDG for 10 years?
The ability to make things happen quickly and not have to deal with some bureacratic, centralized home office. I believe this is what sets our business unit apart from the competition in the games market. Also, my belief in the fact that our chairman, Patrick McGovern truly believes in our corporate values, and we practice them every day!

Interests outside the office
My wife Laura and daughter Natalie (21 months). Like to play some golf and tennis when I can find the time.

Favorite Web site(s)
GameProWorld.com, CNN Interactive and thank God for the search engines!

*IDG Games Media Group President and CEO **John Rousseau** (right) celebrated his 10th anniversary with IDG at a recent dinner hosted by IDG Chairman **Pat McGovern** at San Francisco's Ritz-Carlton.*

Best advice you've ever received
From my father: "Listen, listen, listen and think before you speak."

Five people -— living or dead — you'd invite to a dinner party?
My mother Catherine, Mother Teresa (because my mom always admired her), General George Patton, my father Joe, and Pat McGovern because he threw me one great 10th anniversary dinner at the Ritz!

First job
My first job out of college was sales rep for The Quaker Oats Company. We had some real "shelf space wars" in many a supermarket.

Favorite vacation spot?
Ireland. But I'm biased because I'm really an Irishman with a French last name.

What others can't tell just by looking at me
That I go deer hunting in Vermont every year with my nephew and brother-in-law. You stand up in a tree for four hours at a time in November. People just can't believe how much I love the outdoors.

If you won the lottery tomorrow, you would
Start thinking about my retirement dreams listed below!

Retirement dreams?
Hawaii in the winter. New England and California in the fall, spring and summer.

and finally

Hidden words

There is a seven-letter word in the English language that contains 10 words without rearranging any of its letters. The word is "therein" and an *IDG World Update* t-shirt awaits the first person to correctly identify all 10 words. Send your answers to world_update@idg.com.

We'll even give you the first word to get you started: "the"

Good luck!

IDG **WorldUpdate**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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Revamped Internet Commerce Expo draws crowds to Boston

Former U.S. Speaker of the House Newt Gingrich delivers standing-room-only keynote

The former U.S. Speaker of the House played to a packed house at last month's revamped Internet Commerce Expo (ICe) in Boston.

Newt Gingrich's opening day keynote address was standing room only and set the tone for the show, according to IDG World Expo Conference Manager **Liz Hall**. "We found him to be captivating as he discussed the individual's role in the public policy shaping our country. He encouraged Internet leaders and business people to engage in strategies and projects to maintain the Web and keep the momentum going. While he didn't pretend to know what the future holds as far as Internet law or taxation, he was enthusiastic in his recommendation to us all as citizens to be involved in the Web's possibilities."

FRANK MONKIEWICZ

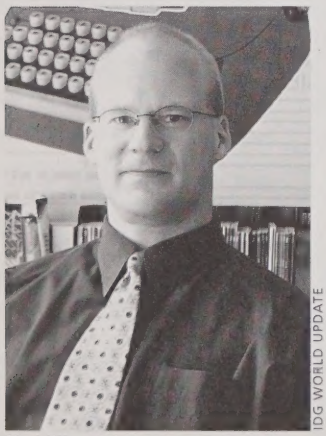
World Expo's ICe team includes (front row, l-r): ***Ann Ruel***, ***Susan Branscombe***, ***Stephanie Roche***, ***Kathy Moran***, ***Juliana Benson***, ***Karen Whitman***. *Back row (l-r):* ***Charlie Greco***, ***Russ Walker***, ***Debbie Strauss***, ***Marc Wolf***, ***John Donovan***, ***Liz Hall*** *and* ***Joy Mulhall***.

The March 22-25 show drew 13,400 attendees to Boston's World Trade Center to check out the e-business applications and products of more than 120 exhibitors. According to Marketing Director **Juliana Benson**, a rough breakdown of the audience saw 33% corporate executives, 32% business management professionals from sales/marketing and business/e-business development and 22% in IT management. The remainder were investors, analysts and media.

"We are very excited about the success of ICe," Hall said. "We arranged for a strong combination of high-level conference programs and technical sessions, innovative exhibitors and keynote speeches to provide our attendees with the most the industry has to offer."

continued on page 5

Karl Elken named publisher at *Publish* magazine



IDG WORLD UPDATE

Karl Elken *takes over at Publish magazine.*

Publish magazine last month named **Karl Elken** publisher. Elken comes to *Publish* from *eMedia-weekly,* where he was associate publisher. He replaces Gene Gable, who recently accepted a position with Seybold Seminars.

"I am extremely happy to be back at IDG — and fully at IDG. I worked at *Macworld* as Western ad director for a year and a half before it became a joint venture," Elken said. "I've been in this marketplace for nearly 10 years with *Macweek* and other publications. The electronic publishing market is very familiar to me, and I think it's the most exciting sector of the IT market overall, both in the applications and processing power that serve the creative market."

Elken said that the graphic design and Web publishing arena for *Publish* is "great. What we're trying to do with *Publish* is take the very well-known brand we already have and extend that into other market areas with potential for us.

"Our Web site [www.publish.com] will be a big part of that as we continue to improve and revamp it. It's a big opportunity for us because there's no one else out there that serves the market we do," Elken said.

Elken has a degree in international business and finance from Boston's Northeastern University. He enjoys motorcycles and golf in his spare time. WU

in brief newsworthy

IDG Romania launches second monthly *Computerworld* supplement

The ambitious staff of IDG Romania last month launched a second monthly supplement in its fortnightly *Computerworld Romania*. The focus of this supplement, which will alternate with the eight-month-old *busine$$IT Romania* channel-focused publication, will vary each month to capitalize on "the opportunities of the moment," according to **Mihaela Gorodcov**, general manager of IDG Romania.

*IDG Romania staff who worked on the Computerworld supplements includes (l-r): **Dragos Truscan**, editor; **Anca Crahmaliuc**, editor; **Radu Crahmaliuc**, Computerworld editor-in-chief; **Alexandra Fracea**, layout editor; and **Stefan Iliescu**, editor.*

The March issue, *Software for Business*, was produced in English and sponsored by the Romanian Software Association. It debuted at Europe's largest IT exposition, CeBIT, held March 18-24 in Hannover, Germany. "The timing and focus of this first supplement were very deliberate," Gorodcov noted. "Romania has one of the highest concentrations of software professionals in Central and Eastern Europe, third only to Russia and Poland. We have a significant and growing software export industry, and we believe that Romania has a real opportunity to become an important provider of software worldwide. By distributing this English version of the supplement at CeBIT we felt we were presenting a business card for the whole Romanian software industry."

The 16-page supplement carried eight pages of advertising. Future editions of the supplement will be published in Romanian. The April issue will focus on banking software solutions and in May, the supplement will focus on CERF 99 (CERF is one of Romania's three largest IT expositions).

IDG Romania currently publishes the fortnightly *Computerworld Romania*, *PC World Romania*, and a monthly *NetworkWorld Romania*. The company became an IDG licensee in 1992, and in early 1997 a joint-venture relationship was established.

For more information, contact **Anca Crahmaliuc** at anca@idg.ro. WU

MacWEEK reappears in PDF format for diehard fans

Mac professionals will soon have their *MacWEEK* back. According to **Colin Crawford**, president and CEO of Mac Publishing LLC, the new *MacWEEK* will be published in PDF format beginning next month and will be available free by e-mail to readers who register. The PDF file may be read on screen or printed out in hardcopy form.

Each issue will contain up to 12 pages of the latest Macintosh news and reports appearing on MacWEEK.com for that week. According to Crawford, the publication will not accept display advertising but will encourage advertising in the form of sponsorships. "Displays ads would create an overly large file and make for lengthy download times," Crawford said. "Sponsorships will keep the file size reasonable and allow advertisers a great opportunity to build their brands."

"The *MacWEEK* PDF newsletter definitely addresses the pent-up demand from readers who miss getting a regular dose of Macintosh news," said **Matthew Rothenberg**, director of online content at Mac Publishing. "PDF is a great way to deliver a print weekly to a wider readership."

According to **Anne Foley**, vice president of production, the workflow system that has been put in place to distill MacWEEK.com stories into a PDF file relies on automated scripts and is both low-cost and low-maintenance. The newsletter can be delivered to a wide audience without the expense of printing, paper and postage. Foley noted that after just a few days of promoting the newsletter, close to 10,000 visitors have registered to receive it.

Crawford noted that while the company will initially produce just a single edition of MacWEEK PDF, the staff is researching the feasibility of producing versions targeted to specific market segments such as publishing, education and small business.

PDF files are viewed in Adobe Acrobat Reader — a free and ubiquitous program that may be downloaded from a variety of sites, most notably www.adobe.com.

The print version of *MacWEEK* ceased publication last August when *eMediaweekly* was launched. Publication of *eMediaweekly*, which had adopted a cross-platform approach, was halted in February due to a lack of advertising support.

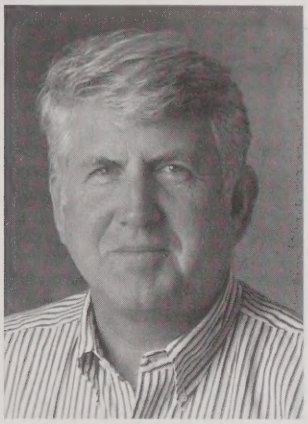
Coming soon to a computer screen near you.

Anyone interested in registering for the new MacWEEK PDF may go to http://cgi.macweek.zdnet.com/regforms/macweekpdf/wsf. WU

executive

Q and A

Bob Metcalfe
IDG's vice president technology is this week's guest columnist. Part 1 of his column appeared last week.



Bob Metcalfe at-a-glance

Joined IDG March 2, 1992

Home Maine
Office Boston

IDG career *InfoWorld* publisher/CEO 1992-1994; *InfoWorld* columnist 1992-today; IDG vice president technology 1994-today; IDG director 1998-today.

Previous claims to fame Inventor of Ethernet, founder of 3Com Corp.

Current goal To be recognized as the No. 1 technology pundit in the world.

Awards (among many)
- IEEE Medal of Honor, 1997
- Elected to the National Academy of Engineering, 1997
- First journalism award: 1995, Exploratorium, Public Understanding of Science Award.

Web site
www.idg.net/metcalfe

Q **Can you briefly explain what you mean by: Gigabit Internet, the Direct Access Internet, the Quality of Service Internet and the Pay-As-We-Go-Internet?**

A A beauty of the Internet is that it can, and does, evolve at many layers, each independently and pretty much at its own rate.

For example, the Internet's LANs and WANs are now moving from speeds of megabits per second to gigabits per second — the Gigabit Internet.

At the same time, the Internet is moving — too slowly — to replace dial-up telephone modems, which operate at kilobits per second, with the Direct Access Internet. Cable television modems (CTMs) and telco digital subscriber lines (DSLs) are the leading alternatives to dial-up, and their deployment should begin in the millions during 1999 thanks to two new standards: DOCSIS for CTMs and UADSL for DSLs. What we need is direct Internet access, competitively provided, always connected, multi-megabit, direct packet access.

The Quality-Of-Service Internets are coming too, one to carry telephone calls, another to carry television multicasts, and another, someday, to carry telepresence — after which actually being anywhere will be second best. Imagine massive substitution of communication for transportation.

The Pay-As-We-Go Internet™ is my favorite, but hardly anybody else's, especially lingering Marxists. Infrastructure is now being built, and we should welcome it, to allow Internet users of all kinds to pay for what they use of the Internet — access, transport, services, content.

Yes, many of our Internet bills will be paid for by advertising. And many by governments, because they can't help themselves. But more and more we should be paying directly for what we want because we hope to get more from the Internet than that for which only advertisers and governments will pay. Else we'll end up with nothing better than ... TV.

E-postage is a good example. Today the marginal price of e-mail is zero, which is a very low price indeed. We should soon be willing to pay the carriers of evolving e-mail so they can get returns on their investments and to deter waste, like spam.

Flat-rate Internet access and transport should fade too — is already. Zero marginal costs encourage waste. Also, light users will eventually tire of subsidizing heavy users. You'll always be able to pay flat rates, if that's what you want, it's just that they will be high flat rates. Competitive prices provide communication between supply and demand.

Q **I understand you're writing a book. What's it about?**

A I have been planning for years to publish a book of my *InfoWorld* columns. So far I've not found the time.

Q **What do you think about the relative importance of computers and the Internet in elementary education and secondary education?**

A We are trying too hard to get the Internet into K-12 schools through the teachers unions. We should be trying to get the Internet *instead* of schools around the teachers unions. A school is not really a building. And if school buildings are so important for daycare, why do they dump your kids off at 2:30 in the afternoon? Put the Internet in homes where kids and their parents can really use it. Give choices to parent and kids. Have I mentioned recently how angry I am at teachers' unions?

Q **Can you offer a few words of wisdom for aspiring technology pundits?**

A I've been a pundit almost full time since 1992. And I have another, maybe, dozen years in which to win my Pulitzer Prize. So, it's a little early to be dispensing advice on punditry. Which is my first advice: Don't let ignorance stop you from having opinions — nobody else does. What I try to do is be useful in the longer term. I strive for conceptual scoops. And, since punditry is food for thought, I try to make it taste exciting. I have learned that it's good to get e-mail back from readers, but not to take it personally — especially the death threats — and not to believe the e-mail I get unless it agrees with me. Of the 500,000-plus people who actually read my column each week, only 250 get around to sending me e-mail that week, which means there are sampling problems.

Bob Metcalfe can be reached at metcalfe@idg.net.

Vienna-based Computerwelt Online ranks No. 1 among online IT media in Austria

IDG Austria at-a-glance

Established 1986

Location Vienna

Employees 25

Publications
Computerwelt,
ComputerPartner Austria

Market facts by the numbers

8,023,244
Total population of Austria

750,000
Total Internet users in Austria

100,000
CW Online's target audience of IT professionals and IT-savvy end-users

25,000
CW Online's current reach (estimated)

Web vocabulary review

Page view
Number of HTML pages viewed by readers (not including GIFs, frames, etc.) Note: "hit" is not used as an accurate form of traffic measurement for IDG sites; hits is an inflated measurement, representing the number of elements clicked on a page. Page Views is the accurate counting measure.

For a handy reference of Web terms go to the IDG Global Web Support Center at www.supportcenter.com/general/terms.cfm.

A year and a half after its inception, Austria's Computerwelt Online (www.idg.at) has blossomed from a Web site with basic offerings to one rich with content and services for its growing readership. And advertisers have taken notice: CW Online is the revenue leader among all online media in Austria in terms of online advertising by IT companies.

CW Online has a firm grip on the market leadership position for online IT media in Austria. According to **Gregor Malischnig**, marketing coordinator for CW Online, although there are about 10 other IT publications in Austria, focused on various aspects of the IT market (telecom, Internet, reseller channel, etc.), none of them have what can be considered real online publications.

Most have only simple home pages with information about their print publications. Unlike CW Online, none have editors or marketing staff solely dedicated to Web editorial or advertising. CW Online's closest competitors are the IT-related subsites of daily newspapers. Although the largest of these gets roughly the same number of page views as CW Online (an average of 18,489 per month), the IDG subsidiary's content is more extensive.

The main features of CW Online include archives of *Computerwelt* articles back to 1997, the Top-500 database that contains product and contact information for Austria's 500 biggest IT companies, up to 20 daily news stories with local and international IT news drawn from IDG Austria and the IDG News Service as well as European news agencies and German-language sources, the Job-World recruitment site that is a searchable database of IT job openings throughout Austria and IDG Shop, an online IT bookstore.

As an added feature, the site now has an "IT Dictionary" that automatically scans the Web site and links from an acronym to a page where the acronym or word is explained. Visitors to the site may now also register and subscribe to an e-mail newsservice that contains the CW Online's headlines with links to the full stories on the homepage.

In the early days, Malischnig managed CW Online almost entirely by himself with help from a freelance editor for an hour a day and a freelance Webmaster for two hours a day. Since last October, page views have grown to more than 20,000 monthly. With that level of readership, and increasing advertiser support, IDG Austria began to devote more resources to the project.

In addition to nurturing the office bonsai, ***Gregor Malischnig*** *(left),* ***Gerhard Rainer*** *and Rainer Imb have grown Computerwelt Online into a valuable resource for IT professionals.*

Rainer Imb, a freelancer, covers all the online daily news between 10 a.m. and 2 p.m. **Gerhard Rainer**, a 13-year veteran with IDG Austria, now spends about half his day as chief online editor for CW Online and the rest as a senior editor to its print companion.

"I try to emphasize the synergies between these two jobs," Rainer said. "That means write a short news story immediately for CW Online and elaborate on the same topic in detail for the print publication. Some of the *Computerwelt* editors help me by doing the same, if they have time. If not, I talk with them about their stories and put an abstract of the story online, with a hint to see the full story in the upcoming issue of *Computerwelt*."

The main editorial challenge for the online publication is to provide enough local IT news to differentiate CW Online from the other newslists and Web sites in the market. CW Online is usually successful at this thanks to the interest and cooperation of all the *Computerwelt* print editors, Rainer said.

The CW Online staff is negotiating to have its Job-World section be part of the JobUniverse initiative that links IDG's online recruitment sites (see *IDG World Update,* Feb. 22, 1999). The team is also considering creating newsletters or special online offers for interested readers.

For more information, contact Gerhard Rainer at gerhard_rainer@idg.com or Gregor Malischnig at gregor_malischnig@idg.com. WU

Job Opportunities -April 19, 1999

Director of Business Development (CHSG)
IDG's Channel Services seeks an energetic, highly motivated Director of Business Development to create, execute, and manage its web strategy as well as other business development activities related to other nontraditional print subscription sources. Must have an in-depth knowledge of internet publishing market both on-line and in print and web content design as well as strong planning, project management, organization skills, and proven leadership capabilities. Must also have the ability to identify and evaluate new business opportunities for Channel Services. Requires sales and business development background, with on-line focus, preferably in a start-up environment. Strong presentation and proposal writing experience a must. *Location: Flexible*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

Feature Writer (CIO)
You will be responsible for writing feature articles and other shorter items; working closely with editors and cross-functional issue teams on story development, direction and focus; assisting in the idea-generation process and attending media events. Ideal candidates will possess a college degree and 2-5 years of feature writing experience. Experience with business and or business technology writing preferred. Title and salary will be commensurate with experience.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Intern, Emerging Technology & Consumer Devices (IDC)
The qualified candidate will conduct basic background research for technology profile bulletins for Emerging Technology Markets. Coverage will include advanced display systems, human computer interface technologies, alternative computing devices, virtual environment technologies and more. The candidate will also conduct background research in the Consumer Devices market covering technologies such as screen phones, digital television, information appliances, consumer personal computers and more. Familiarity with SPSS and Excel desired, excellent research and written and communications skill required. *Location: Mt. View, CA*
Contact: C. Burton, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Smart Handheld Devices (IDC)
IDC is seeking an intern who will assist the Mobile Research Group with new research program initiatives, and with newsletters, covering the smart handheld device and laptop markets (Palm Pilot, Windows CE devices, smart phones, notebooks etc.). Responsibilities include data manipulation, story collection and writing, formatting, and electronic distribution of bi-weekly newsletters, and working with spreadsheets. Heavy PC use required. Candidate should have excellent writing skills, enjoy learning and using new mobile handheld technology such as laptops, PDAs, pocket organizers, etc., be energetic, and enjoy working in a highly dynamic and fun team environment.
Location: Framingham, MA
Contact: C. Burton, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Software Support & Integration (IDC)
Intern would assist in creating and populating a strategic database of software support services, data, and metrics that may be offered for sale to software and IT service providers. Must be proficient in Excel, able to think logically and source data. Candidate should have strong organizational skills. Database programming languages a plus, but not necessary.
Location: Framingham, MA
Contact: C. Burton, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

Research Analyst, IT Outsourcing Markets, (IDC Benelux)
IDC Benelux is seeking a research analyst for the IT Outsourcing Markets program who will be responsible for undertaking research projects focused on competitive analysis, buyer demands, and opportunity analysis for information technology outsourcing services in Western Europe. In this role, you will be required to forecast the size and growth of market segments, profile leading service providers and monitor emerging opportunities. Your goal is to offer clients the information that they need to shape marketing, business planning and competitive strategies. Candidates should have a university degree, preferably in economics, business administration or marketing, fluency in English, strong written and communication skills, the ability to produce and analyze quantitative data, professional experience in market research, consulting or marketing as well as presentation skills. *Location: Amsterdam, Netherlands*
Contact: M. Lukacs, Fax: +31-20-617-55-66, Phone: +31-20-4089-508, Email: idc_jobs@idc.com

Research Analyst, Hardware Research, (IDC Canada)
In this role, the successful candidate will assist in executing and delivering primary quarterly research on key hardware segments within the Canadian information technology industry. A specific focus on the printer marketplace is a key element of this position. The primary delivery vehicles include electronic databases, written bulletins, and response to telephone inquiries. As such, candidates for this position must have some familiarity with these market segments, as well as the players competing within them. The successful candidate must also be strong in oral and written communications, have an eye for detail, excellent interpersonal skills, and be able to work independently. A post-secondary university degree is a pre-requisite. *Location: Toronto, Canada*
Contact: M. Mottonen, Fax: +416-369-0419, Phone: +416-369-0033x231, Email: idc_jobs@idc.com

Senior Research Analyst, Software Research, (IDC Canada)
IDC Canada is seeking a Senior Research Analyst for the Canadian Software Program. Successful candidate will have proven research, analytical, writing and oral communication skills. A background in software industry is strongly preferred. Knowledge of ERP and/or other application solutions markets is a plus. *Location: Toronto, Canada*
Contact: D. Marshall, Fax: +416-369-0419, Phone: +416-369-0033, Email: idc_jobs@idc.com

Research Manager, Telecommunications, (IDC Italia)
IDC Italia is seeking a Research Manager who is recognized as a Telecommunications expert and has good knowledge and experience in this area. Candidates should have good customer relation skills, the capability of managing new projects from the planning to the implementation phase, including the presentation of results. Team work capability is fundamental. Flexibility, initiative, problem solving, interpersonal skills are all required skills. University Degree and 3 + years of experience in the Market Research Sector or in the Market Planning Dept. of a IT - Telecom industrial reality required.
Location: Milano, Italy
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Facilities Manager (IDG Central Services)
IDG Central Services is seeking an experienced facilities professional to manage space planning and reconfigurations, construction, building operations, furniture purchases, and the health and safety programs for 2 locations and 7 IDG business units. Candidates should have a degree in business or 4+ years experience in managing facilities services. Must have a thorough understanding of space design, construction planning, budget administration, and estimating practices. Must be familiar with purchasing and accounting principals and be proficient in Macintosh computer skills.
Location: San Francisco, CA
Contact: S. Heistand, Fax: 415-442-1891, Phone: 415-978-3358, Email: sheistand@publish.com

Netproworld.com Channel Manager (IDG Games Media Group)
The candidate will be responsible for all editorial content in the Netproworld.com channel within the GameProWorld.com channel, and be a product champion to ensure its success. Following overall editorial direction from GPW Editorial Director, the candidate will determine the editorial "voice" for the channel, including the look and feel and the nature of the user's interaction with the site. Will coordinate editorial, art and production departments (in concert with Managing Editor) in turning out the site's content. Will set deadlines and establish production schedules for all content, and may be very involved in the creation of editorial. Will have responsibility for 1 or 2 lower level editors, freelance writers, and possibly designers. The ideal candidate will have a magazine or internet related background, and possess at least 5 years of editorial experience, preferably in the male lifestyle area. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Finance Manager/Analyst (IDG Games Media Group)
The Games Media Group is looking for a Finance Manager/Analyst to provide support to the finance and accounting departments. The candidate will support the implementation of accounting systems, including managing the monthly accounting and sales close and weekly processing of information to corporate parent, supervise the day to day collection and interpretation of accounting data, interface with vendors, IDG corporate and divisional clients on accounting and certain operational matters, participate in the ongoing budgeting, forecasting, analysis and planning process, and manage and supervise accounting support in the form of performance evaluations and coaching and counseling in keeping with established policies. The responsibilities outlined above are not all inclusive and may change as required by the position. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Senior Producer (IDG Games Media Group)
The Senior Producer will lead the GameProWorld.com production team in the development and implementation of GPW content and all channels, provide the creative vision for the site and ensure consistency with the company's image and quality standards. The candidate will be responsible for all content production and programming throughout the life of the product from "release" on the network, through ongoing "refreshes" and "updates." Will manage project resources, staff and schedules to ensure timely project release and updates that are within budget. Will communicate effectively with interface design to achieve desired user experience, and serve as a liaison between the production team, sales and content providers in the company, both in understanding content specifications and in advising providers about on-line production processes and technical implementation issues. Will support the strategic planning and budgeting processes for projects, and review and evaluate competitive on-line sites, services and content. The candidate should possess all relevant programming language skills to implement the site (CGI script, JAVA, PERL, other web site database technology applications), and have a minimum of four years of project management in on-line design, programming and technology.
Location: San Francisco, CA
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Administrative Assistant, Acquisitions (IDG/B)
Responsibilities include administrative support involving filing, faxing, photocopying, phones, word processing, and spreadsheets. Will also coordinate monthly editorial meetings, assist with author relations, and act as central hub for the Acquisitions Editorial department. Will coordinate schedules and communicate with all levels of staff. Must have at least one year of office experience, excellent organizational skills, ability to prioritize, and work independently. Computer proficiency with Word and MS Office applications is a must. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Associate Producer, Special Reports & Syndication (Industry Standard)
The Industry Standard is looking for an Associate Producer for Specials Reports & Syndication who will work collaboratively with the editorial team to produce focused online content. The candidate will build and develop a section of TheStandard.com that brings together the best of Industry Standard content in special online reports on topics of particular interest to Internet business strategists, as well as be in charge of creating and executing designs for content syndication partnerships as they arise. In addition, he/she will code, test, and maintain website sections on TheStandard.com, use Qpass or similar technology to price and sell reports online, conduct research on user needs, site usability & competitive offerings, and coordinate development efforts with Editorial, Design, and Production teams. The ideal candidate should have at least one years experience with HTML, experience with web publishing software such as Vignette a plus, and the ability and desire to manage projects. Submit resume and cover to: joew@thestandard.com *Location: San Francisco, CA*
Contact: J. Walowski, Fax: 415-733-5402, Phone: 415-733-5482, Email: joew@thestandard.com

Unix Systems Administrator (Mac Pub)
This candidate will be responsible for the administration of UNIX servers, routers, network hubs, and internet firewalls. He/she will provide IP management as well as network mail and names services. He/she will troubleshoot network problems, provide suggested solutions, develop and maintain a backup program to provide network recovery in the event of server or location loss. The qualified candidate must have a BS or equivalent in Computer Science, 3-4 years exp. in a UNIX environment, a strong network protocol background as well as knowledge of Sun Solaris, Sun OS, Domain Name Service, Sendmail configuration, network, and Simple Mail Transfer Protocol. Use of Mac OS, Cisco hubs and routers, WAN/LAN experience, and a demonstrated ability to evaluate and report on new technologies would be helpful.
Location: San Francisco, CA
Contact: J. Cheney, Fax: N/A, Phone: 415-243-3541, Email: jeff_cheney@macworld.com

Web Producer (NW)
This person will be a critical member of the Fusion Production Team. Responsibilities include: assembling email newsletters and custom web content, HTML form design and creation, ability to identify, embed and maintain a variety of multimedia and javascript elements in HTML pages, and an active ability to maintain and further quality control systems. Involvement in developing a new automated production workflow system will provide an exciting opportunity to learn about production workflow and the X|ML markup language. This person will also support members of the team in understanding javascript, various java applets, graphic elements and other advanced page elements. Individual must have a production mind set that ability to juggle multiple tasks, meet deadlines and have top quality control. Must have technical skills in HTML, and have atleast some familiarity with DHTML., javascript, and various static and animated graphic elements. Strong communication and organizational skills are essential. Familiarity with Windows NT and the Unix shell and web site maintenance and some CGI a plus. A copyeditor's eye for detail and love for team work and a strong desire to make new technologies work will ensure that the job continues to change and grow. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Editor (NZ Reseller News/IDG New Zealand)
New Zealand Reseller News is the country's only dedicated publication serving the needs of the local computer reseller industry. Reseller News is published by IDG Communications, one of New Zealand's largest publishers and a subsidiary of the world's leading provider of information on IT. Launched two years ago, Reseller News has been a phenomenal success with its target audience. As a result of an internal appointment, we are now looking for a dynamic and enthusiastic editor to lead the future growth of the publication. Reseller News is part of a global network of channel related titles. The editor will benefit from IDG's strong culture of global peer networking. The successful candidate will need to be a leader, possess a great news sense and drive. In addition you will need to be dedicated and passionate about delivering a quality publication to your readers. *Location: Auckland, New Zealand*
Contact: B. Pinchin, Fax: N/A, Phone: +09 -302-8756, Email: bob_pinchin@idg.co.nz

Senior Associate Editor (PCW)
Duties will be split between the News and Features departments. For News, this editor will plan, assign and edit short product reviews for the new products section. For Features, this editor will plan, assign and edit longer articles, including product reviews, how-to stories and investigative pieces. This job requires superb writing and editing skills and a thorough grasp of project management. Candidates must know computer hardware and software and have at least 3 years editorial experience working for a print or web publication. *Location: San Francisco or Boston*
Contact: B. Snyder, Fax: 415-442-1891, Phone: 415-267-1715, Email: bill_snyder@pcworld.com

ICe attendees select best products, technology

Internet Commerce Expo's "Best of" award program recognizes the best products and technology on the show floor. Registered attendees voted in six categories, including Best of Show. The results were announced the second day of the show.

Information Providers/Integrators
eMerchant, Magic Software Enterprises

Network Infrastructure
TEAM Internet, eSoft, Inc.

Service Providers
24/7 Media Online Advertising Network, 24/7 Media, Inc.

Web Tools
LoadRunner, Mercury Interactive

Electronic Commerce Software and Services
eGain Email Management System, eGain Communications Corp.

Best of Show
QuickBuy Shopper Plus and QuickBuy Builder Pro, QuickBuy, Inc.

ICe expands to Hong Kong, Shanghai

The four-year-old Internet Commerce Expo continues to expand globally. Upcoming ICe events include shows in Hong Kong, July 29-31, 1999; and Shanghai, mid-October.

Internet Commerce Expo

continued from page 1

"The show exceeded previous expectations for overall exhibitor and attendee satisfaction," Benson said, "due in part to an outstanding conference program and extensive marketing campaign as part of the strategy to relaunch the event."

Benson said the show was overhauled in every respect, beginning with a direct focus on e-business in order to differentiate ICe from rivals Internet World and The Gartner Group's IEC show, both of which are more horizontal shows, encompassing the entirety of the Internet. (The "e" in the ICe acronym, while obviously referring to the "e" in "expo," is also a reference to the focus on e-commerce.)

"Because the technology is changing so fast we wanted to focus in on e-business in order to stand out from the competition," Benson noted." Now we're a more vertical show, focusing on the solutions that a business manager or CEO will need to bring their company into the year 2000. This also brings our exhibitors a higher level audience."

ICe showcased many types of companies with Web-based solutions, function-rich Web commerce sites, software and upgrade solutions, network and application management tools, e-mail management systems, security features and other tools that help businesses begin one-on-one communication with potential customers. Start-up companies were presented in the Greenhouse where they demonstrated the latest e-business innovations.

The three keynote addresses – from Gingrich; Nicholas Negroponte, founder and director of MIT's Media Laboratory, who spoke on "Lifestyles in the Digital Age; and Tim Berners-Lee, inventor of the World Wide Web – drew overflow crowds, as did many of the conference sessions.

FRANK MONKIEWICZ

Some 13,400 people attended last month's revamped Internet Commerce Expo at Boston's World Trade Center. 77% of the show goers noted that this was the first ICe event they had attended.

LIZ HALL

*IDG Chairman **Pat McGovern** (right) was among the overflow crowd on hand to hear former U.S. Speaker of the House Newt Gingrich deliver the keynote at last month's ICe.*

According to Benson, post-show demographics demonstrated that ICe's change in direction succeeded. More than 90% of exhibitors had never exhibited at a previous ICe, and 77% of the show attendees and 84% of conference attendees said this show was the first ICe they had ever gone to.

Hall credited the new conference advisory board with making significant contributions in helping World Expo develop ICe's new strategic direction. Board members included representatives from IDG business units, namely *CIO*, IDC and *Network World*.

Lead conference sponsor for ICe was Scient, an e-business solutions firm. There were several non-IT show sponsors, including *Business Week* and the local WBZ News Radio.

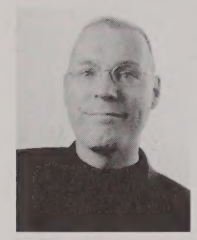
"The non-IT sponsors allow us to penetrate a broader audience of business professionals as well as attract a local audience," Benson said. "These sponsors, in turn, build their own brand recognition and mindshare with the high-level decision makers that our show brings."

The next U.S.-based ICe will be held at San Francisco's Moscone Convention Center, Oct. 18-21.

For more information, contact Marketing Manager **Susan Branscombe** at 508-424-4849 or susan_branscombe@idg.com or visit www.iceexpo.com. WU

noteworthy people

LOTTA HALLÉN-KRAGH
Bruhn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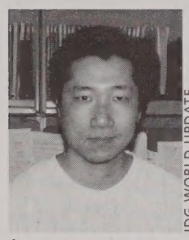
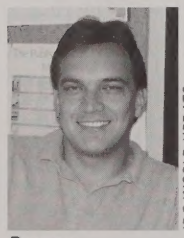

IDG WORLD UPDATE
Lee

CATHERINE SPENCE
O'Malley


IDG WORLD UPDATE
Duncan

Promotions

InfoWorld Senior Account Manager **Dee Smith** has been promoted to Western regional manager for Enterprise Careers. "Dee began her career at *InfoWorld* in April of 1997 as the third member of the new careers sales team. In just two short years, Dee has taken the Western territory from ground zero to a million-dollar business!" said Associate Publisher **Janis Crowley**.

PC World Digital Advertising Production Manager **Nancy Jonathans** is now the magazine's production manager. "Nancy has facilitated a lot of our successful, time-saving work flows in the production department," said Production Director **Nadia Maudsley**. "Nancy came to *PC World* seven years ago to work in advertising booking and billing. From there, she moved into production and eventually brought digital ad production in-house for the Lotus section. Five years ago, Nancy was instrumental in reclaiming the ad production for the MarketPlace section pages, which saved the company $80,000 a year. Nancy has done an excellent job of learning how to do production faster, better and cheaper! She will continue to work on our production process development to make sure that *PC World* looks the best it possibly can."

New employees

The Copenhagen office of IDC Nordic welcomes Account Manager **Bianca Bruhn**. Bianca worked most recently at Schenker BTL as a key account manager and logistical coordinator. She has a B.A. in marketing and communication from Aarhus Business School in Aarhus, Denmark, and a B.A. in logistics and supply chain management from Copenhagen Business School. Outside the office Bianca enjoys trekking, aerobics and sharing good food and wine with close friends.

Sally Donovan has been hired by IDC as a sales representative. She was previously an account executive with Digital Consulting, Inc. and sold exhibit sales for Microsoft Explorer events. She earned a B.A. in political science from the University of Vermont. She was an all-scholastic gymnast, a participant in the Bay State Games and a member of the 1989 National Massachusetts Gymnastic Team.

Previously a marketing intern at Bio-Brite, Inc., **David Yao** is now an associate research analyst with IDC. He earned a B.S. in marketing and international business from the University of Maryland at College Park, Md., while completing two marketing internships. Away from his desk, he likes basketball, online investing and learning how to protect endangered species.

After working as a consultant to the magazine and revitalizing its marketing campaign, **Kerry Zeida** is *The Industry Standard*'s vice president, marketing. He has held similar positions at Macromedia and NEC. He earned a B.A. in modern languages from College of the Holy Cross in Worcester, Mass., and an M.A. in French from Middlebury College's Paris, France, program. When not at his desk he can often be found on the tennis court.

Lewis Lee is *PC World*'s newest digital advertising production manager. He was previously a graphics production manager with General Graphics Exhibits. He holds a B.A. in history and business administration from UCLA and enjoys cycling, photography and Playstation gaming, particularly Gran Turismo.

Eileen Quan joins *PC World* as an information systems specialist, coming from EIP Associates where she worked as a LAN administrator. She has a B.S. in journalism with a minor in English from the University of Oregon. In her spare time she enjoys snowboarding, running and visiting museums.

InfoWorld has hired **Corky Robinson** as trade show/events manager to organize the logistics of *IW* events. She was previously an advertising/promotions supervisor with Kelly-Moore Paint Co. She holds a B.S. in corporate communications from Castleton State College in Castleton, Vt., and is an avid golfer, snowboarder and boater.

Michael Dwornik is *InfoWorld*'s new sales administration manager, coming from Information Access, where he was a customer account specialist. He attended Manchester Community College in Manchester, Conn., and recently made the move from Boston to California.

IDG Global Solutions EMEA in London has hired **John O'Malley** as business development director. He was previously a market intelligence manager with Compaq Computer EMEA. He holds an M.A. in economics from Trinity College in Dublin, Ireland, and recently climbed a mountain face and parasailed down. "Not bad for a vertigo man – never again!" he said.

Transfers

Senior Account Manager **Derek Duncan** comes to *Publish* from *eMediaweekly* where he was district sales manager covering the Southwest. He holds a B.S. in business administration from Pepperdine University and is currently working toward an M.B.A. from the University of San Francisco. Now that he has his 55-gallon aquarium up and running he has the time to jog, hike and golf.

Previously a copy editor at IDC, **Ruth Greenberg** is now an editorial assistant with the IDG News Service in Boston. She joined IDG in 1996 as an editorial assistant at *CIO*. Ruth has a B.A. in medieval history from Brandeis University in Waltham, Mass. In her spare time, she plays the violin and enjoys hiking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15
Valerie Sanclemente *IDG*
Penny Winn *IDG World Update*
Lisa McGrath *Computerworld*

14
Jose Miguel Perez *IDG Venezuela*
Robert Kanes *PC World*

13
Norma Tamburrino *Computerworld*

12
Mark Leary *IDC*

11
Patricia DeBiase *IDG*
Richard Pastore *CIO*
Robert Ainsworth *IDG*
Dorothy Rosenthal *IDC*

10
Andre Kvitka *InfoWorld*
Robert Thirlwell *IDG Australia*

8
Richard Bastas *CIO*

7
Derek Slater *CIO*
Dorothy Caspersen *CIO*
Jay Savell *Computerworld*
Christian Christiansen *IDC*

6
Tiffany Wallace *IDG Global Solutions*
Christina Turner *IDG Books*

5
Karen Mitchell *InfoWorld*

4
Naoyuki Sakai *IDG Japan*
Kaoru Iwakiri *IDG Japan*
Yuichi Tsujimura *IDG Japan*
Martina Reger-Volzing *IDG Germany*
Lynn Dartnell *Macworld U.K.*
Stuart Green *PC Advisor*
Aileen O'Donnell *PC Advisor*

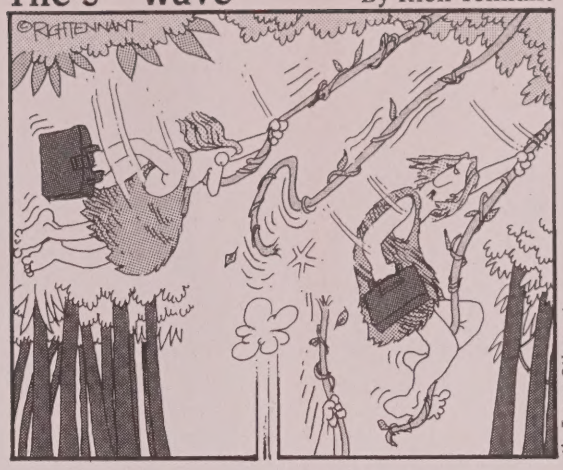
3
John Batteiger *Mac Publishing*
Judith Rosmann *IDG Austria*
Jennifer Chobot *IDG Books*
Barry Childs-Helton *IDG Books*
Brent Savage *IDG Books*

2
Maggie O'Connell *Publish*
James Foulk *IDC U.K.*
Jaroslava Janatova *IDG Czech Republic*
Gregory Hall *IDG Books*
Dawnett Gordon *IDG U.K.*
Parit Shah *IDG U.K.*
Iona Spencer *PC Advisor*

1
David Brambert *IDG*
Ian Jacobs *IDG*
Sandra Kendall *CIO*
Michelle Speir *FCW Government Tech. Group*
Joseph Thurman *InfoWorld*
Johanna O'Connor *IDG Global Solutions*
Nylah Carpenter *IDG Global Solutions*
Kathy Pruessner *The Industry Standard*
Megan Barnett *The Industry Standard*
Alexander Lash *The Industry Standard*
Jennifer Montgomery *The Industry Standard*
James Williamson *IDC*
Gerard Norsa *IDG Australia*
Marilyn Tawney *IDG Books*
Brian MacDonald *IDG Books*
Mary McEnroe *IDG Books*
Lisa Zirl *IDG Books*
Tomoko Matsui *IDG Japan*
Kim Crowley *PC Advisor*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line



"The laptops are heavy, but the extra batteries can be the last straw when you travel."
Ray Boggs, *IDC*

Congratulations to this week's cartoon caption contributors. Winner **Ray Boggs** will have his choice of an "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners will receive an *IDG World Update* cup.

"Have you heard about this Y1K bug?"
Cheryl Quinn
Laurentian TechnoMedia (Canada)

"He didn't have a Y2K contingency plan."
Jennifer Miller
Laurentian TechnoMedia (Canada)

"It's a jungle out there. It was only a matter of time before he snapped."
Eos de Feminis
Mac Publishing Inc.

"Dave said he was considering severing his ties with Banyan, but I didn't expect him to drop VINES so quickly."
Lee Schlesinger
Network World

"Figures! His 50,000 swing warranty just expired!"
Gerry Criscenzo
IDG IS

"I told him his carry-on was too heavy."
Barrett Coakley
IDC

"I guess we should have checked that one for Y2K compliance."
Mimi Sells
IDG Books Worldwide

"I tried to tell Bill that Microsoft Vine is prone to sudden crashes."
Rich Graves
IDG Books Worldwide

"Next time, get Banyan VINES."
Colleen Kelly
FCW Government Technology Group

"In the future, when we have the Internet, the middleman will also fall off."
Tony Stagnitta
IDG Australia

"Maybe next time he'll unplug his laptop before he carries it to his sales call."
Bill Ganci *IDC*

"Those heavy laptops'll get you every time."
Mark Green
PC World

Rich Tennant's original caption:

"I tell him many times -- get a lighter laptop. But him think he know better. Him have big ego. Him say, 'Me Tarzan, you not!' That when vine break."

celebrating 10!

Name
Lew McCreary

Home
Newton, Mass.

Joined IDG
Oct. 19, 1987 (the day the stock market tanked); I was *CIO*'s first managing editor.

Career path
Promoted to executive editor of *CIO*; became founding editor-in-chief of *WebMaster* (now morphed into *CIO WebBusiness*); promoted in 1995 to my current position of editorial director.

Current position
Editorial director. I work with Editor-in-Chief **Abbie Lundberg**, Executive Editor **Rick Pastore** and others to set overall strategic editorial direction. I also coordinate editorial contributions to other *CIO* functional groups, including the Web site.

Most challenging part of your job
Trying to retain the many virtues of small-scale "ad hocracy" in a department that has grown from two people to more than 45 in the past 11½ years.

Best part of your job
Working with challenging, energetic, creative colleagues and enjoying the success of CIO Communications.

Latest accomplishment
My 1991 novel, *The Minus Man*, was recently made into a movie [due out in September] in which my daughters and I played cameo roles.

What's kept you at IDG for 10 years
A culture based on opportunity, mutual respect and a strong belief in creating products of high quality and customer value.

Best compliment you've ever received on your work
Former *Boston Globe* editorial page editor Marty Nolan once told me a headline I'd written was the single best thing in that day's paper.

Children
Two daughters: Molly, age 10, and Hannah, 7.

Of what accomplishment at work are you most proud?
Hiring great people.

Favorite Web site
CIO.com, moma.org (Museum of Modern Art), amazon.com

Dream destination
Ireland's Ring of Kerry

*IDG Chairman **Pat McGovern** (left) escorts CIO's **Lew McCreary** to dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

Best advice you've ever received
J.D. Salinger's character Seymour Glass to his brother Buddy: "Write the book you'd like to read."

What skill do you wish you had
Speed reading.

Five people, living or dead, you'd invite to a dinner party
Don DeLillo, Flannery O'Connor, Muhammad Ali, Tom Stoppard and Keith Jarrett.

As a kid, what did you want to be when you grew up?
An astronomer.

One possession you'd grab if your house were on fire
A fire extinguisher.

Manager's profile
"I've always viewed Lew as my partner in making *CIO* the great success that it is today. When we started *CIO*, not many people felt that we or the job title stood a chance of making it. Lew's great talent brought the magazine and our audience to life. His skill in developing a world-class editorial and art team have gone a long way in making *CIO* the envy of the industry. Lew is also an entrepreneur. He saw the Internet coming early on and created *WebMaster Magazine*. Although *WebMaster* was perhaps a little ahead of its time, it continues to please readers as *CIO*'s WebBusiness section."

--Joe Levy, president and CEO, CIO Communications Inc.

Coming up

European Telecom Transition
May 12
London
Contact: Alex Greed
agreed@idc.com
www.idcresearch.co.uk/Sub/Events.htm

Electronic Entertainment Expo (E^3)
May 13-15
Los Angeles, Calif.
Contact: IDG Expo Management
tel: 781-551-9800
www.e3expo.com/home.html

IDC's 1999 Storage Perspectives
May 17
San Jose, Calif.
The Fairmont Hotel
Contact: Tammy Whidden
twhidden@idc.com
1-800-343-4952, ext. 4660
www.idc.com/events/sp99

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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McGovern plays key role during Chinese premier's Boston visit

*IDG Chairman **Pat McGovern** was a member of the official host party that accompanied Chinese Premier Zhu Rongji and his wife An Lao during their visit to Boston on April 14.*

IDG Chairman **Pat McGovern** played a major role in hosting Chinese Premier Zhu Rongji during his visit to Boston earlier this month, the final stop in the Chinese leader's nine-day visit to the U.S.

As a member of the official host party, which also included Massachusetts Governor Paul Cellucci, Boston Mayor Tom Menino, the chancellor of MIT and executives from the Massachusetts Trade Office, McGovern was on hand to greet Premier Zhu as his plane touched down at Boston's Logan Airport.

The group then drove by motorcade to MIT, where Zhu delivered a speech to 1,200 MIT faculty and students. A lunch at Boston's Park Plaza Hotel followed for close to 500 invited guests including prominent members of the local business community and government officials. The event was sponsored by IDG, the law firm of Foley, Hoag & Eliot, the Harvard China Review, John Hancock Mutual Life Insurance Co. and the state

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Banners available to promote YES

If your IDG site has excess inventory, you may want to rotate, on a space-available basis, public service announcement banners for the YES Corps. Banners sized 125x125 pixels and 468x60 pixels are available from the IDG Global Web Support Center at www.supportcenter.com.

Send questions regarding banner information to **Susan Watson**, *CIO*'s VP of News & Information, at swatson@cio.com. Any IDG press inquiries regarding YES Corps' background, interviews, etc. can be directed to Lisa Pellegrin, communications director, International Y2K Cooperation Center in Washington, D.C., at pellegrin@iy2kcc.org, tel. 202-466-5464 , ext. 11.

CIO's Beach named to UN-sponsored Y2K assistance program

CIO Publisher **Gary Beach** has been appointed to a three-member volunteer steering committee for the Y2K Expert Service (YES). YES Corps is an international grassroots volunteer network of Y2K experts committed to providing assistance to people, communities and countries in need of technical assistance.

Beach's appointment was announced by Bruce McConnell, director of the International Y2K Cooperation Center, during a press briefing held earlier this month in Washington, D.C. The center was established in February under the auspices of the United Nations with funding from the World Bank.

"The Y2K computer problem is the first challenge every country in the world will face at essentially the same time. In other words, we're all in this together," Beach said. Beach and his fellow committee members, Leon Kappelman, an associate

*CIO Publisher **Gary Beach** (left) and Bruce McConnell made several television appearances to promote the YES Corps following a Washington, D.C. press briefing.*

professor of Business Computer Information Systems at the University of North Texas; and Howard Rubin, chair and professor of the City University of

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IDG Sweden invests in Internet financial services firm

As a way to better understand the business of the Internet, IDG Sweden last month acquired a 16% stake in the Swedish Internet financial services firm TeleTrade. It is the first time IDG Sweden has invested in another company.

"I believe that we can't build our Internet services on revenues from banners only," said IDG Sweden General Manager **Bengt Marnfeldt** . "We will have to learn and understand the interaction through business transactions. Trading stocks seems to be the most interactive model on the 'net today. Our main focus is to cover IT stocks for our readers and develop better financial services for them."

Established in 1997, TeleTrade (www.teletrade.se) aims to be Sweden's leading provider of financial information and stock trading services on the Internet. Its sister site, www.akietips.com, is the biggest stocks and investment chat site in Sweden and has links to TeleTrade's Web sites where the transactions can be made.

IDG Sweden's Web site, www.idg.se, is among the fastest growing sites in Sweden, and it already claims the country's best coverage of information technology stocks. As a result, it attracts the kind of market-savvy investors who would be interested in buying stocks online. Marnfeldt said that with the help of TeleTrade, visitors to IDG Sweden's Web site will be able to buy IT stocks there, although the transaction itself will be handled by TeleTrade. IDG Sweden will receive a portion of the commission generated.

In the future, Marnfeldt said that the two companies may cooperate in marketing, Web site design and other areas.

For more information, contact Bengt Marnfeldt at bengt.marnfeldt@idg.se. WU

IDG Sweden acquires Internet publication

Looking to add a consumer-oriented Internet publication to its collection, IDG Sweden bought *Internetguiden* last month from its long-time rival The Bonnier Group. IDG Sweden's stable of publications now numbers 16.

Internetguiden is a monthly magazine, sold on the newsstand and via subscription, with a total readership of 277,000 targeting end users who surf the 'net both at home and at work. It formerly competed with IDG Sweden's *Internetworld*, which is geared toward a professional market and has an audited circulation of 223,300 copies.

Fredrik Agrén, editor-in-chief of the newly acquired publication, plans to rework *Internetguiden*'s editorial concept slightly to include more step-by-step tips and troubleshooting guides and increased coverage of tests and features regarding hardware and utilities.

"It will be a practical guide on what to do while connected to the 'net," he said. "In short, *Internetguiden* will be the perfect match to *Internetworld*."

For more information, contact Fredrik Agrén at agren@idg.se.

FCW charity event nets $33,000 for youth foundation

*FCW Government Technology Group President **Edith Holmes** displays a gift from Washington Redskins football player Darrell Green (left) in appreciation for FCW's three-year fundraising efforts. Next to her are FCW's Senior Marketing Events Manager **Kay Murray** and Director of Marketing **Doug Forshey**. Other key contributors to the event were Direct Mail Manager **Lisa Williams**, Associate Graphic Designer **Dustee Anderson** and Assistant to the President **Corinne Day**.*

FCW Government Technology Group is reknowned for staging must-attend events, and the third annual fundraiser for the Darrell Green Youth Life Foundation last month in Washington, D.C. was the best ever. More than 500 attendees participated in a silent auction of 114 items, and 26 corporate sponsors, many of them IT vendors, bought tables, raising more than $33,000 for underprivileged youth.

McGovern

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***Pat McGovern** addresses guests at the Boston luncheon.*

of Massachusetts.

McGovern served as master of ceremonies at the luncheon, introducing the governor, the mayor and the Chinese premier.

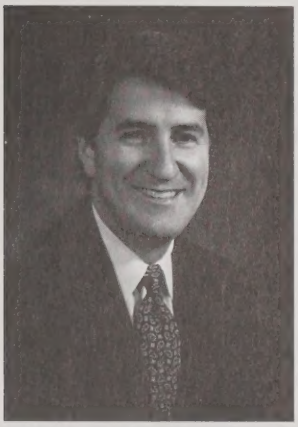
IDG's relationship with China spans two decades. In 1980, the company became the first U.S. publisher to enter the market; since then, IDG has launched some 18 IT titles in conjunction with several local partners. IDG also hosts more than 16 trade shows and events in the country including ComNets in Shanghai and Shenzhen, China Telecom World Expo and China Computerworld Expo.

McGovern, who has made more than 60 trips to China in the past 20 years, was the first U.S. publishing executive to have a private meeting with President Jiang Zemin (see *IDG World Update,* Nov. 16, 1998). The meeting took place last October; during that trip to China McGovern pledged to invest $1 billion in Chinese high-tech startups over the next seven years.

In recognition of his role as the most successful venture investor in the city's technology industry, the Shenzhen People's Congress named him an honorary citizen of Shenzhen in 1998. WU

executive Q and A

Kelly Conlin
IDG's president and CEO is this week's columnist.



Q It seems that IDG has taken a vertical approach to Web publishing — by having many sites that target discrete readers — when the success in the industry have been on a horizontal or portal approach. Is IDG moving toward a more portal, and hence integrated, approach to its online offerings?

A Each of IDG's lines of business has been developing a Web strategy consistent with the particular market it serves. At IDC, for example, they have rapidly expanded their Web offerings, including a facility to sell content directly over the Web. At IDG Books, as another example, they have developed a "...For Dummies" newsletter series on the Web and have additional products in development. In our recruitment services business, there has been active development of new, Web-based functionality for offering career information and job listings.

In our publishing units, IDG's Web strategy has been based on business units creating many strong Web properties that target specific reader communities around the world — and we've also created the IDG.net gateway and the Global Web Advertising Network (GWAN), both designed to drive "horizontal" connections between our vertical, reader-focused Web sites. On the whole, it's been a successful strategy — we have rich, deep content in our core content franchises; our worldwide traffic places us among the top Web publishers globally; IDG.net generates a significant fraction of our total site visits; and about 40% of IDG's online advertising revenue will come through GWAN this year.

Yet in the spirit of continuous innovation and growth that have been the hallmark of IDG for 35 years, there is more we can and should do. In fact, IDG is moving aggressively to create larger scale Internet products that leverage, build upon and create connections between our most successful Web properties. And doing all this in "Internet time."

The online advertising market in the U.S. now accounts for more than $2 billion in spending per year, with more than $500 million of that coming directly from IDG's core advertising customers — computer manufacturers. Accelerating our online efforts to focus on key revenue and circulation growth targets will be critical in ensuring IDG's future growth.

With those goals in mind, IDG is moving to expand both parts of our strategy. Going forward, we'll have stronger, richer, deeper vertical channels, based on our publication brands, serving our key audiences, built by our business units. We'll also have stronger and broader "horizontal" layers of service, helping to integrate and "cross-connect" our diverse Web properties, and to introduce new readers, who may not currently read our print publications, to our Web content. In addition, we'll have greater sharing of technical and business model "best practices," all organized around the theme of providing the best possible reader experience and the best marketing opportunity to our advertisers.

In sum, there's no question that providing the best customer experience on the Web is a key strategic imperative for IDG. As the world's largest IT media company, we have the resources, the people, the brands, the global reach, and the focus to win the attention of readers online, and the market success that will come from delivering the very best content, in the most compelling way, to the most valuable customers. This is a marathon, not a sprint, and IDG has every intention of being first at the finish line. We look forward to sharing details of this strategy as it unfolds in the next few months.

Q I read in several places in the last week that IDG is considering public offerings of several companies in the next 12 months. Does this mean IDG is in trouble and needs money? Why didn't I read about this before in *World Update*?

A Several IDG business units have been exploring the opportunity to undertake public offerings, just as IDG Books did last year. This has been a consistent and public strategy of IDG in the pages of the *World Update* and other publications: IDG business units may consider and recommend a public offering of their company. This has nothing to do with the financial condition of IDG — since the company has very healthy cash balances, and continued, healthy profitability — but with the current market valuations. For example, like most media companies, we have many online assets that, in the calculation of the company's value for the ESOP, are not receiving the value that "pure play" Internet assets currently are receiving. It is worthwhile, therefore, for IDG to be exploring how to position our online assets to recognize that value.

Questions for the Executive Q&A column may be sent to world_update@idg.com. All questions are forwarded anonymously.

1999 Informaton Society Index shows how countries measure up

Top 10 Countries in the 1999 ISI Index

1. United States
2. Sweden
3. Finland
4. Singapore
5. Norway
6. Denmark
7. the Netherlands
8. Australia
9. Japan
10. Canada

Top 10 Countries (Forecast to 2002)

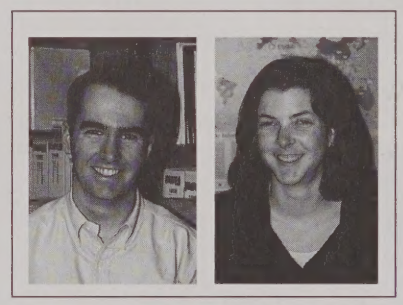
1. United States
2. Singapore
3. Sweden
4. Australia
5. the Netherlands
6. Japan
7. Canada
8. Finland
9. Switzerland
10. Hong Kong

Source: 1999 IDC/World Times Information Society Index

IDC's reputation for producing unparalelled global research continues to shine in the form of the third annual IDC/World Times Information Society Index (ISI).

The ISI is the world's first measure of 55 nations' abilities to participate in the information revolution. It establishes a standard by which all nations are measured according to their ability to access and absorb information technology. The ISI is designed to help government planners assess their position relative to other countries and to guide IT and telecommunications companies to future market opportunities.

In the recently released 1999 Index, the United States remains the world's dominant information economy, but smaller nations, such as Singapore, are progressing more quickly than traditional industrial countries such as the United Kingdom, France and Japan. Singapore, which had ranked No. 11 on the ISI last year, rose to the No. 4 spot.



Matt Toolan *and* ***Stephanie Hutchison*** *of the Global Research Services group are two members of IDC's worldwide analyst team who contributed to the third annual Information Society Index.*

"This new study shows how effective policy translates into progress," said **Matt Toolan**, program manager for IDC's Global Research Services. "For policy makers, effective legislation promoting IT use and telecom deregulation can make an immediate difference in the information wealth of countries; the Singapore example shows just how quickly."

Asia/Pacific region leads growth

The overall score in this year's ISI increased by more than 8% worldwide, indicating that building an information society is still a priority in most countries, Toolan said. The Asia/Pacific region led the growth, gaining more than 10%, despite the currency fluctuations and other financial problems that beset the region last year.

The gap between the highest and lowest scores grew significantly in the 1999 study. "With so many countries improving their ability to create, manage and use digital information so quickly, the pressure on the more slowly moving countries is intensifying," said Senior Research Analyst **Stephanie Hutchison**. "The very real threat is that countries that do not create a national information policy and make its attainment a priority will fall further and further behind."

The ISI examines 23 variables in four infrastructure categories: information (such as telephone lines per household, cable subscribers per capita, radio ownership per capita, etc.), computer (PCs installed per capita, software vs. hardware spending, etc.), social (newspaper readership per capita, civil liberties, press freedom, etc.) and for the first time, the Internet (business Internet users, e-commerce spending, etc.).

IDC leads the research efforts of the project and continues to co-market this effort with World Times, Inc.

IDG has a 50% interest in the Boston-based World Times, Inc., which publishes the *World Paper* as a world affairs section in newspapers and magazines in 24 countries. World Times also examines global issues through its International Inquiry seminar series. World Times markets the ISI to its clients, typically non-government bodies such as the World Bank, while IDC focuses its ISI sales toward IT vendors and government institutions

In addition to relying on data from IDC offices worldwide, IDC also synthesized data from the World Bank, the International Telecommunications Union, and the United Nations Education, Scientific and Cultural Organization, among other sources.

No other entity is producing data like the ISI, Toolan said. "Some entities might be doing research on portions of what the ISI covers, such as Internet adoption, but those studies are either very regional in scope or don't compare the data from various regions accurately," he noted. "The ISI's definitions and methodologies are standard across the geographies," which produces an accurate relative measure from country to country.

For more information, contact Matt Toolan at mtoolan@idc.com or Senior Marketing Manager **Lisa Bloom** at lbloom@idc.com. WU

Job Opportunities - April 26, 1999

Finance/Operations Specialist (CIO)
CIO Communications is seeking a Finance/Operations Specialist to report to the CFO. Primary responsibilities will include invoice encoding, reconciliation's, petty cash maintenance, office administration, vendor relations/analysis and special projects as assigned. Ideal candidates will have a BS in Accounting or Finance, 2-4 years experience in accounts payable and knowledge of Windows 97 and FileMaker Pro. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Market Research Analyst (CIO)
Reporting to the Research Director, the individual in this position will be responsible for providing market information to key executives, advertisers and other clients both inside and outside the company. Using primary, secondary and syndicated research tools, this individual will be responsible for sorting and sifting through to assist in presentations, rfp's, and to support requests for market information from the sales and marketing departments. The position requires an understanding of syndicated research and Telmar software. Qualified candidates will posses strong communication and organizational skills, strong computer skills, 4+ years of experience and a college degree. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Research Assistant (CIO)
The Research Assistant will assist in the coordination of market research projects, be responsible for general office administration, development and maintenance of the client/prospect file, and provide clerical support. In addition, this position will support on-going research efforts including rfp's and the packaging of research findings. Qualified candidates will possess an interest in research, have strong communication and organization skills and have strong computer skills. College degree preferred. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Business Analyst (CW)
Computerworld is seeking a Business Analyst. Responsibilities include: spearheading the creation of research driven category presentations for the sales force, on-site syndicated (IQ CIMS) support for the West Coast sales force (currently available only from the East Coast through IDG Research) and on-site general research support for the West Coast. The Business Analyst will be required to present to customers and will have 3 - 5 of related experience. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Billing Accountant (IDC)
IDC is seeking a Billing Accountant who will be responsible for one third of the monthly billing, as well as several account reconciliations. Additionally, you will assist with the monthly and year end closings. Qualified candidates will have 2 years accounting / finance experience, college level accounting courses and solid excel spreadsheet skills. Associates Degree in Accounting preferred. *Location: Framingham, MA*
Contact: E. Mazzaglia, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Intern, Collaborative Computing (IDC)
The Collaborative Technologies Group is looking for an MBA candidate to intern in their department this summer. The intern would cover the following areas: messenging, collaboration, document management, and workflow management solutions. Responsibilities will include coordinating research, writing vendor and product profiles, identifying and describing market trends, and updating market forecasts. Excellent skills in the areas of writing, communication, spreadsheet models, and data and market analysis are required. Sales or business development experience is a plus. This position may include travel to complete interviews and case studies within the ROI consulting practice area. *Location: Framingham, MA*
Contact: E. Mazzaglia, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Intern, Sales Operations (IDC)
The Sales Operations Coordinator will work with the Finance Business Analyst and Director of Sales Operations to implement and manage a standard contract/fulfillment process for all product orders which are generated from non-US sales offices and not processed through the US-based automation system. The Sales Operations Coordinator will be responsible for data entry and processing of all orders in the Notes-based automation system. This process will include a verification step to ensure all orders are captured and client fulfillment documentation is completed. Over time, the duties of this position will expand to include: working with the Customer Relationship Management (CRM) team on development of new systems and processes; creating financial reports from international data; and responsibility for data maintenance and verification between existing systems and new systems. A background in contract processing or administration as well as knowledge of financial systems, sales automation and/or order processing systems is required. Lotus Notes, Windows 95, and Office97 proficiency required. Excellent communications skills and the ability to work with sales, finance, and research operations staff from all international office required. *Location: Framingham, MA*
Contact: C. Burton, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

Mailroom Clerk (IDC)
Office Services is seeking an energetic person to join the mailroom. Responsibilities will include the delivery of mail and packages, general maintenance, assistance with in house moves and special projects. Applicant must have the ability to lift 30-50lbs and have a good driving record. This is a full-time position. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

Research Analyst, Workstations and High Performance (IDC)
IDC's Workstations and High Performance (WHPS) Research Group is looking for an individual with superior analytical skills to join our team. This analyst will oversee the data collection and reconciliation of the market forecast for the WHPS program. The successful candidate will have excellent verbal and written communication skills, be detail-oriented, and able to work as a team member. At least 2 years experience required. An interest in the high tech industry is a must. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager, PC Display & Multimedia Technologies (IDC)
IDC seeks an energetic, well-organized and knowledgeable individual to manage its established research program focused on PC display and multimedia technology. This individual will conduct and manage research devoted to desktop PC displays (CRT and LCD). Responsibilities include: regular delivery of written research newsletters, bulletins and reports; vendor data collection, execution of industry consulting projects, and management of end user surveys. Other duties include responding to inquiries from vendor, user, investor clients, and the press; speaking at industry events; and growing IDC's business in the PC display area. Excellent communications, writing, data analysis, and organization skills as well as 2+ years industry experience in the PC display and graphics industry are required. *Location: Mt. View, CA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Research Manager, Small Business/Home Office (IDC)
The Research Manager of the Small Business/Home Office group will support the clients of the various IDC Small Business and Home Office programs that track the acquisition and use of advanced technology products and services. Responsibilities will include developing and implementing appropriate surveys, analyzing results, preparing written deliverables, and supporting client inquiries. In addition to developing program reports and bulletins, this person will work with other group staff to create five-year market forecasts across technology categories. Other responsibilities include client presentations of research as well as presentations at industry events. Excellent communications and analytical skills will be essential; familiarity with SPSS, SAS, WinCross, or other statistical packages a definite plus; 4+ years relevant experience a requirement. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Senior Account Executive, Growth Accounts (IDC)
IDC is seeking a Sales Professional to develop and grow our end-user base business. Territory will be the Midwest. Experience in selling information to IT managers and directors preferred. Experience in selling market research highly desirable. Responsible for managing IDC resources on behalf of customer. Proficient in forecasting fundamentals. BA/BS with a minimum of five years direct selling experience. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Software Engineer (IDC)
The PC Pricing Program is looking for an application developer who will help create a family of analysis tools for the web that interact with a database of IT products pricing. Familiarity, with current development platform (Lotus Domino) is necessary, including at least some knowledge of LotusScript. Additional skills are required in the area of JavaScript and SQL programming.
Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Technical Customer Support Representative (IDC)
International Data Corporation's Interactive Products & Services Group is currently looking for a Technical Customer Support Representative to be responsible for supporting customers technical needs with IDC's cutting edge interactive products. In addition to providing strong technical support, the incumbent would also be involved with call and bug tracking, problem verification and testing, and developing and enhancing product documentation, marketing collateral and training material. As there is a great deal of customer interaction, the representative will also help identify and propose improvements in product areas and test and critique new enhancements developed by engineering. The ideal candidate will have experience in a customer or end-user support role, preferably for a software or Web-based product, familiarity with/ interest in the Internet, and exposure to Win95, Office 95/97 desirable. College graduates preferred. Work hours: 12pm-8pm. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sales Assistant (IDG/CMC)
IDG Conference Management Company seeks a Sales Assistant to support in the sales efforts of sponsorships for our leading executive conferences and managed events. Qualified candidate should have 2-3 years prior sales administration experience, strong detail orientation and the ability to manage multiple tasks at one time. Candidate is required to be PC proficient with a thorough knowledge of excel, PowerPoint, word and lotus notes. The position is instrumental to all sales support functions that are necessary to manage a portfolio of high profile financial, high technology, and infrastructure companies in the hottest growth markets. Career opportunities within sales and event management a possibility for the right candidate. Location: *Framingham, MA*
Contact: J., Aten, Fax:508-935-4600, Phone:508-935-4480, Email:jessica_aten@idg.com

Technical Support Specialist (IDG Global Comm)
IDG Global Communications is seeking a Technical Support Specialist to provide software and hardware support for IDG Global Communications End-User Support service customers. The person in this position will be responsible for all software, hardware, and system configurations; including upgrading, troubleshooting and fixing software and hardware problems on both PC and Mac systems and their peripherals for both desktop and laptop systems. They will also be responsible for supporting all printers and may also include first-line troubleshooting for all WAN/LAN problems. The Technical Support Specialist will work closely with the Senior Technical Support Specialist and Help Desk coordinator in order to provide professional, efficient service to our customers. This individual must have two to three years hands-on PC end-user support, an in-depth knowledge of MS DOS, System 8, Windows 95 and NT, a working knowledge of MS Office and Lotus Notes. The ideal candidate will have excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. *Location: San Mateo, CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: N/A, Email: globalcomm@idg.com

Administrative Assistant, Acquisitions (IDG/B)
Responsibilities include administrative support involving filing, faxing, photocopying, phones, word processing, and spreadsheet manipulation. Will also coordinate monthly editorial meetings, assist with author relations, and act as central hub for the Acquisitions Editorial department. Will coordinate schedules and communicate with all levels of staff. Must have at least one year of office experience, excellent organizational skills, ability to prioritize and work independently. Proficiency with Word and MS Office is a must. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Editorial Assistant, Copy Editing (IDG/B)
This individual will work closely with Manager of Copy Editing by assisting in the review and routing of manuscripts and page proofs. Responsible for administrative duties such as copying, filing, faxing, correspondence, and maintaining budget and freelancer logs. Will provide materials and research to copy editors as needed. Must have strong organizational skills with excellent oral and written communication skills. Proficiency in MS Office. College degree preferred and some general office experience.
Location: Foster City, CA
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Editorial Manager (IDG/B)
Successful candidates will possess a bachelor's degree in English, Journalism or related fields. Writing and editing experience, and recruiting, organizational and communication skills are necessary. Personnel development and general management ability, enhanced by product/industry knowledge is required. Preferred candidates will possess publishing and computer technology experience.
Location: Indianapolis, IN
Contact: S. Peters, Fax: 317-596-5420, Phone: 317-596-5571, Email: injobs@idgbooks.com

Manager of Copy Editing (IDG/B)
In this supervisory role, you will lead a team of copy editors to edit computer manuscripts within deadlines, maintain house style and resolve problems. Requires management experience and a minimum of 5 years editing or related experience. Technical editing experience and familiarity with page layout techniques and products are a plus. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Catalog Specialist (IDG/B)
This person must thrive in a multi-tasking environment where nerves of steel and a sense of humor result in rewarding accomplishments. Candidates should be detail-oriented, a born problem solver, with an eye for design, a talent for editing and a passion for quality. Excellent project management and communication skills are a must. The Macintosh is your buddy.
Location: Foster City, CA
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Manufacturing Manager (IDG/B)
This position is responsible for all manufacturing of all of IDG Books Worldwide's products. Incumbent should have a Bachelors degree and at least five years experience in the publishing or printing industry with one to three years directly involved in book print or publishing manufacturing management. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Project Coordinator (IDG/B)
Candidates must possess Bachelors degree in Business or related field. Candidates must have strong knowledge of accounting, inventory control and purchasing software from an end user prospective. Candidate should posses experience in documentation, training, and workflow charting. Candidate must have strong technical background. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Project Manager - Contract position (IDG/B)
This individual will be responsible for consolidating three distribution centers into one. Candidate must have experience-consolidating multi-sku DCs. Candidates should posses a Bachelor's degree and approximately 10 years of DC experience. This assignment will last approximately through the end of the year. This position will require 30% travel. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Design Specialist - Interior Book Design (IDG/B)
Competitive candidates will have at least 3 years experience with page layout and design, creating Quark templates for book interiors and prepress experience. PhotoShop, Illustrator and Word are musts as well as excellent communication skills to problem solve interdepartmentally. Juggling many projects and comfortable working in a changing environment is a must.
Location: Foster City, CA
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Corporate Account Manager (IDG/B)
The responsibilities of this position include: Account management of IBM's Education & Training Center; establishing relationships with each of the Fortune 500/1000 companies in the SE region. Calling on major training centers such as Executrain and others in territory. Calling on state & local Government of each state & municipality. Interactions with IDG's Marketing & Editorial departments in determining customer needs and sales opportunities. *Location: Foster City, CA*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Contract & Billing Coordinator (IFW)
InfoWorld is looking for a Contract & Billing Coordinator who will document, verify, and process billing for advertising customers. This is an intermediate level accounting position that requires 1-2 years accounting/bookkeeping and PC spreadsheet experience. The individual must be proficient in working with spreadsheets, experienced with computerized billing systems, detail oriented, have excellent organization skills, and the ability and flexibility to work closely with InfoWorld's Sales and Ad Coordination Departments and IDG's IMS Group and Corporate Credit Department. *Location: San Mateo, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

International Sales Assistant (IGS)
The individual for this position will be supporting a Director of International Accounts. Responsibilities include being a liaison with IDG's Int'l offices, service advertiser's needs and advertising schedules, doing rate quotes, booking advertising with int'l publications, managing the client database, and providing general administrative support. The environment is fast-paced and requires superb attention to detail, excellent phone skills, strong organizational skills and a 'Can Do' client-service attitude. The ability to work independently and communicate clearly, both verbally and in writing. College degree required. Publishing or advertising experience desired, as well as a second language. *Location: San Francisco, CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

Conference Sales Manager (IS)
The Industry Standard is looking for a Conference Sales Manager who will handle sponsorship sales for conferences & events at The Industry Standard. Duties include meeting/ exceeding sponsorship sales objectives through establishing relationships with current clients, sourcing for potential clients and interfacing and collaborating with the conference and print sales team. This individual will also be responsible for internal communications with entire sales team to ensure integrated sales efforts. The ideal candidate will have 3 - 5 years of sales experience and a strong understanding and view of the IT industry and the relationships that shape it. Must have strong written and oral communications skills as well as the ability to work in a fast paced, high-energy environment with little direction. Management experience and producing high level conferences, a plus. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Marketing Research Manager (IS)
The Industry Standard is looking for a Marketing Research Manager who will support Marketing and Sales with timely, accurate, well researched, carefully analyzed and impactfully presented information on The Industry Standard's market and reader (both print and online), which will allow Sales to promote and sell The Industry Standard effectively. The candidate will be the primary research contact on requests from Ad Sales on The Standard's readers, clients and the Internet Economy. He/she will manage syndicated ad readership studies and secondary research information, develop a system for maintaining and accessing the information and keep track of costs, and design and implement procedures to fulfill Account Manager research needs. The ideal candidate will have advanced analytical, organizational and communications skills, an in-depth understanding of research design and execution, an understanding of marketing, advertising and media/publishing, familiarity with the Internet space, and a minimum of 3 years experience in related field.
Location: San Francisco, CA
Contact: K. Zeida, Fax: 415-733-5402, Phone: 415-733-5449, Email: kerryz@thestandard.com

Web Engineer (IS)
The Web Engineer will be responsible for developing and implementing the technical strategy for the web site which includes application development, database development and deployment of new web publishing technologies. Duties include building, maintaining and integrate databases into site infrastructure; writing programs and scripts for Web functions and data processing services and working closely with the business, editorial and product development teams to implement new products and services. The ideal candidate will have experience in a publishing or e-commerce atmosphere, preparing large-scale, relational databases for a Web site. Skills include: Unix/Solaris, C++, Perl scripting, Tcl scripting, JavaScript, HTTPd administration, Oracle development. Windows NT, server administration and experience with Vignette are pluses. Management and supervisory experience a plus as well.
Location: San Francisco, CA
Contact: M. McAlister, Fax: 415-733-5401, Phone: 415-733-5481, Email: mattm@thestandard.com

Advertising Production Manager (PCW OSG)
The Ad Production Manager will manage ad postings and campaign fulfillment on assigned PCW Online Technology Network sites. For assigned sites, he/she will be responsible for managing all aspects of client reporting, campaign tracking, and data analysis. He/she will also supervise reporting staff. Candidates must be able work well with numbers and high volumes and must have demonstrated skills in data analysis, spreadsheets, databases, and web publishing tools. Knowledge of web publishing technology, including HTML, and excellent time management, supervisory and communication skills are key. *Location: San Francisco, CA*
Contact: E. Wayman, Fax: 415-974-7491, Phone: 415-978-3377, Email: erin_wayman@pcworld.com

Account Manager, JavaWorld (WPI) (Web Publishing)
Web Publishing Inc. is looking for an on-line account manager with at least two years internet advertising sales experience to sell advertising in JavaWorld, the leading on-line magazine serving the technical Java developer community. The candidate should be a consultative sales pro, a solid closer and have demonstrated success in the unique environment of on-line media sales.
Location: San Francisco, CA
Contact: S. Drace, Fax: 415-267-4570, Phone: 415-267-4527, Email: drace@wpi.com

"Wish you were here..."

IDG Employee Referral Bonus Plan

Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

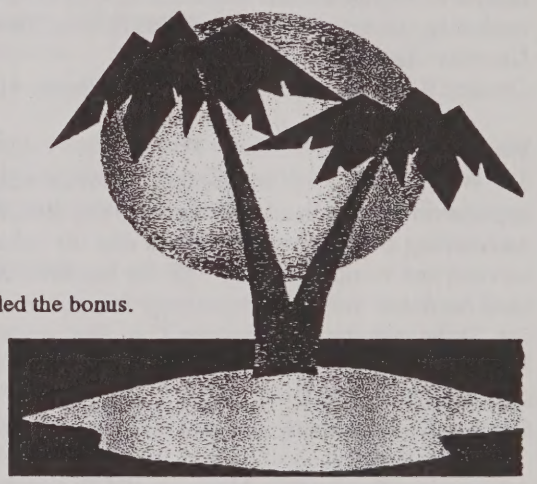
- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.

RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: **$500** **$200**

BU	Category	Title	Location	Contact	Phone #	Fax #
CHSG	Ad Sales	Account Executive	San Mateo, CA	B. Barnette	P: 650-294-7854	F: 650-294-7801
CHSG	Bus Dev	Director of Business Development	Flexible	T. Gump	P: 508-935-4766	F: 508-935-4600
CHSG	Edit	Senior Editor	Flexible	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Ad Sales	Ad Sales Associate	San Francisco, CA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Feature Writer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Exec Progs	Fulfillment Assistant, Executive Programs	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Finance	Finance/Operations Specialist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Mktg	Market Research Analyst	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Mktg	Research Assistant	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	On-line	On-line Account Executive, CIO.com	San Francisco, CA or Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	On-line	Web Writer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Publish	Project Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Rsch	Business Development Analyst	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
Comp Curr	Edit	Editorial Assistant	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
Comp Curr	Edit	Senior Editor	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Ad Sales	Account Director	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Edit	Senior Reporter	Framingham, MA or San Mateo, CA	K. McIsaac	P: 508-935-4531	F: 508-935-4600
CW	Edit	Senior Writer	San Mateo, CA or Framingham, MA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Edit	Staff Writer	San Mateo, CA or Framingham, MA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Editorial	Assistant Managing Editor/Special Projects	Framingham, MA	E. Fanning	P: 508-820-8174	F: N/A
CW	Editorial	Copy Editor	Framingham, MA	K. McIsaac	P: 508-935-4531	F: 508-935-4600
CW	Editorial	West Coast Bureau Chief	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Rsch	Business Analyst	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Account Director	Rochelle Park, NJ	K. McIsaac	P: 508-935-4531	F: 508-935-4600
CW	Sales	Advertising Director, Computerworld Careers	Framingham, MA	K. McIsaac	P: 508-935-4531	F: 508-935-4600
CW	Sales	Program Manager, Enterprise Business Solutions	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Western Regional Director of Computerworld Enterprise	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
Executrain	Mktg	Database Marketing Manager	Alpharetta, GA	C. Scott	P: N/A	F: 770-521-6289
FCW	Ad Sales	District Sales Manager	Falls Church, VA or New York area	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Group Operations Coordinator, Publishing Services & Technologies	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Admin	Office Services Assistant	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Admin	Sales Operations Systems Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Edit	Copy Editor	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Edit	Copy Editor	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Edit	Datachecker/Proofreader	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Exec	Vice President/Chief Technology Analyst, End User Business	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Finance	Billing Accountant	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	HR	Human Resources Representative	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Intern	Intern, Collaborative Computing	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Intern, Emerging Technology & Consumer Devices	Mt. View, CA	C. Burton	P: 508-935-4266	F: 508-935-4610
IDC	Intern	Intern, Peripherals	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Intern	Intern, Sales Operations	Framingham, MA	C. Burton	P: 508-935-4266	F: 508-935-4610
IDC	Intern	Intern, Smart Handheld Devices	Framingham, MA	C. Burton	P: 508-935-4266	F: 508-935-4610
IDC	Intern	Intern, Software Support & Integration	Framingham, MA	C. Burton	P: 508-935-4266	F: 508-935-4610
IDC	Mktg	Marketing Specialist, Communications	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Operations	Mailroom Clerk	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Operations	Receptionist	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Prod	Desktop Publishing Specialist/Copy Editor, Latin America	Miami, FL	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Prod	Electronic Desktop Publishing Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Inquiry Analyst	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Manager, Investment Research Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Program Director, Internet & eCommerce Strategies	Framingham, MA or Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Semiconductors	Framingham, MA or Mt. View, CA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Analyst, Storage Semiconductors	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Analyst, Workstations and High Performance	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Director, Semiconductors	Mt. View, CA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Rsch	Research Manager, Midrange Servers, W/W Commercial Systems and Servers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, PC Display & Multimedia Technologies	Mt. View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Manager, Small Business/Home Office	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Manager/Director Java Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Entry Servers, W/W Commercial Systems and Servers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Latin America Software	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Outsourcing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, System Integration	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Research Analyst, Life Cycle Analysis/TCO, Asset Management Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Sales	Inside Sales Representative, Strategic Accounts (SW/West)	Irvine, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sales Manager, Major Accounts	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Senior Account Executive, Growth Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Senior Account Executive, Strategic Accounts (Telecom)	Framingham, MA or Mt. View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Systems	Application Development Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Desktop Publishing Software Engineer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Systems	Desktop/Network Support Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Software Engineer	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Systems	Web Content Coordinator	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Systems	Web Development Engineer	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC	Tech	Technical Customer Support Representative	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4610
IDC Australia	Rsch	Research Analyst, IT Services, IDC Australia	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Senior Analyst/Program Manager, Telecommunications Research, IDC Australia	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications Research, IDC Beijing	Beijing, PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Benelux	Rsch	Research Analyst, IT Outsourcing Markets, IDC Benelux	Amsterdam, Netherlands	M. Lukacs	P: +31-20-4089-508	F: +31-20-617-55-66
IDC Canada	Rsch	Research Analyst, Hardware Research, IDC Canada	Toronto, Canada	M. Mottonen	P: +416-369-0033x231	F: +416-369-0419
IDC Canada	Rsch	Senior Analyst, Professional Services, IDC Canada	Toronto, Canada	K. Ellis	P: +416-369-0033 x224	F: + 416-369-0419
IDC Canada	Rsch	Senior Research Analyst, Software Research, IDC Canada	Toronto, Canada	D. Marshall	P: +416-369-0033	F: +416-369-0419
IDC France	Rsch	Consulting Manager, IDC France	Paris, France	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Sales	Sales Manager, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Rsch	Research Manager, Telecommunications, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, European Vertical Markets, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Nordic	Rsch	Research Director, European Internet Market, IDC Nordic	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDG	Exec	Director, Recruitment Programs	East or West Coast	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	Tax	Senior Tax Accountant	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Central Services	Facil	Facilities Manager	San Francisco, CA	S. Heistand	P: 415-978-3358	F: 415-442-1891
IDG Games Media Group	Edit	Netproworld.com Channel Manager	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Games Media Group	Finance	Finance Manager/Analyst	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Games Media Group	On-Line	Online Intern	San Francisco, CA	C. Eastman	P: 415-978-2246	F: 415-975-2618
IDG Games Media Group	on-line edit	On-line Editorial Director	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IDG Games Media Group	Prod	Senior Producer	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Games Media Group	Sales	Regional Sales Manager	New York, NY	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Global Comm	Systems	Technical Support Specialist	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG Global Comm	Systems	Unix Systems Administrator	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG Global Comm	Systems	Web Developer	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG List	Sales	Account Executive	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG News Service	Edit	European Correspondent, IDG News Service	London, England or Paris, France	E. Heichler	P: 617-423-0404	F: 617-423-0240
IDG.net	Ad Sales	On-line Account Executive	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	on-line	On-line Operations Assistant	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558

IDG.net	Sales	Online Advertising Account Manager(2 openings)	San Francisco CA & Framingham, MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Systems	Senior Web Systems Programmer	San Francisco, CA	W. Kessler	P: 415-267-4536	F: 415-267-4558
IDG/B	Admin	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Art/Design	Design Specialist - Cover Production	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Acquisitions Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Copy Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Development Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Assistant, Copy Editing	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Editorial Assistant, Development Editing (2)	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Editorial Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Manager of Copy Editing	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Edit	Online Content Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Legal	Licensing Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Publishing Counsel	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Catalog Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/International	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Technology	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Product Marketing Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-line	Online Publicist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Operations	Buyer/Estimator	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Manufacturing Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Part-time Merchandisers (4 openings)	Various	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Operations	Project Coordinator	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Project Manager - Contract position	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Shipping Supervisor	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	PR	Public Relations Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Associate Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	Design Specialist - Interior Book Design	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Director	Indianapolis, IN	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Systems Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Senior Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Sales	Corporate Account Manager	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Customer Service Representative	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Sales	Special Sales Account Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Sr. Systems Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	System Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/CMC	Admin	Administrative Assistant/Receptionist	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
IDG/CMC	Admin	Executive Assistant	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
IDG/CMC	Sales	Sales Assistant	San Mateo, CA	J. Aten	P: 508-935-4480	F: 508-935-4600
IFW	Finance	Contract & Billing Coordinator	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	HR	Human Resources Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	On-Line	Online Sales Associate	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	Systems	Web Developer	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW/IDG	Circ	Circulation Marketing Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW/IDG	Circ	Circulation Promotion Assistant	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW/IDG	Circ	On-line Circulation Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW/IDG	Circ	Senior Fulfillment Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IGS	Sales	International Sales Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
IGS	Sales	Sales Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
IGS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-2
IGS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-2
IGS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
Industry Standard	On-Line	Associate Producer, Special Reports & Syndication	San Francisco, CA	J. Walowski	P: 415-733-5482	F: 415-733-5402
IS	Admin	Receptionist	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Bus Dev	Business Development Manager	San Francisco, CA	J. Walowski	P: 415-733-5482	F: N/A
IS	Confer	Conference Sales Manager	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Edit	Executive News Editor	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Finance	Accounting Clerk	San Francisco, CA	L. Ching	P: 650-286-2595	F: 650-349-5279
IS	Mktg	Marketing Research Manager	San Francisco, CA	K. Zeida	P: 415-733-5449	F: 415-733-4502
IS	Prod	Publisher of Directories	open	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Product Development	Product Development Manager	San Francisco, CA	J. Walowski	P: 415-733-5482	F: N/A
IS	Tech	Web Engineer	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5401
IS	Tech	Web Engineer	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5401
Mac Pub	Edit	Assistant Editor	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	On-Line	Product Manager	San Francisco, CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	On-Line	Web Production Assistant	San Francisco, CA	J. Cheney	P: 415-243-3541	F: N/A
Mac Pub	Systems	Unix Systems Administrator	San Francisco, CA	J. Cheney	P: 415-243-3541	F: N/A
NW	Events	Event Producer	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Mktg	Marketing Communcations Manager - Contract	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	On-Line	Email/System Administrator	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	On-Line	On-line Production Manager	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	On-Line	Web Producer	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Representative	Santa Clara, CA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NZ Reseller News/IDG New Zealand	Edit	Editor	Auckland, New Zealand	B. Pinchin	P: +09 -302-8756	F: N/A
PCW	Edit	Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco or Boston	B. Snyder	P: 415-267-1715	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Prod	Advertising Traffic Coordinator	San Francisco, CA	N. Maudsley	P: 415-978-3310	F: 415-974-7402
PCW	Rsch	Vice President, Research	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW OSG	Art/Design	Online Designer	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Art/Design	Online Designer, Editorial	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Circ	Audience Development Coordinator	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
PCW OSG	Circ	Audience Development Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
PCW OSG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW OSG	Edit	Staff Editor, IDG Games.net	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
PCW OSG	Prod	Advertising Production Manager	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
PCW OSG	Prod	Director of Information Services	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW OSG	Product Development	Lead Producer, Tipworld	San Francisco, CA	D. Fox	P: 415-267-1773	F: 415-974-7491
Web Publishing	Ad Sales	Ad Director	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
Web Publishing	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA or possible East Coast	E. Ramirez	P: 415-974-7443	F: 415-267-4570
Web Publishing	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WEC	Bus Dev	Director, Business Development	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Confer	Conference Coordinator	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Confer	Show Director	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
WEC	Finance	Staff Accountant	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Operations	Operations Manager	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Operations	Registration Manager	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Sales	Sales Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600

offsite after hours

Network World sales assistant makes mark on Texas rock scene

Kristin Ashton *and her Dorian Underground bandmates will have a song featured on an all-Texas CD due out May 1. The group is hoping that a recording contract is next.*

DAN GENTILE

"I enjoy it tremendously and am grateful for it every day—no exaggeration," says ***Kristin Ashton*** *of her job as a sales assistant for Network World in Austin, Texas. "I always feel that I am very lucky to work for IDG and Network World. It's wonderful to work for a company that recognizes and respects the whole life and well-being of its employees. I don't think all organizations can say that about themselves."*

Music has been a part of **Kristin Ashton**'s life since she took her first piano lesson at age 6. There followed interludes with various percussion instruments including tympani, marimba, snare and quad-toms, stints in her high school marching band and orchestra, several original compositions as well as singing in the choir. At Southwestern University in Georgetown, Texas, where she earned a B.A. in music, she added saxophone and trumpet to her repertoire.

But it wasn't until 1997, burned out from six years of teaching piano and percussion while pursuing a master's degree in psychology, that Kristin picked up a used electric guitar at a pawn shop, borrowed an electric amp and found her true musical calling.

Today Kristin is the lead singer and guitarist in a four-person, Austin, Texas-based rock band that she formed shortly after learning her first chords. And Dorian Underground (named not for the Oscar Wilde character but for a common musical mode used in Western music) is poised to hit the big time. On May 1, Shagbark Records will release *Hot Texas Sun*, a CD showcasing the music of various Texas bands and featuring a song by Dorian Underground called "ILYB" (I Love You But...). The CD will be available online at www.cdnow.com as well as in Texas record stores.

Depending on how the CD does, Dorian Underground may well land a recording contract with Shagbark in the next couple of months, says Kristin, adding that she has also been contacted by another independent Texas label interested in hearing more of Dorian Underground's material.

"Signing with a record label would help so much with the promotion and booking end of this business, which takes so much time away from the music itself," says Kristin who currently handles all the PR and booking work for the band herself.

And it's making and playing the music she loves. Kristin writes all the lyrics and most of the music (occasionally she and fellow band members collaborate on melodies) for the songs Dorian Underground plays. The band's sound is eclectic – one fan described it as "Janis Joplin meets Soundgarden," and Kristin says she's influenced by funk-rock, Led Zeppelin and various rock bands from the '70s. "The music is heavy, but never at the expense of good songwriting and melodic strength," she says.

By now a seasoned performer, Kristen well remembers the fear she felt when Dorian Underground made its public debut. "It was a live audition at a club called Babe's and there were about 50 people there. I had only been playing the guitar for about eight months, and here I am onstage in Austin? I was terrified. And then to top it off, my gear decided to freak out and stop working, so at the last minute we had to change our song order after a horrifying minute of silence as we scrambled to fix the problem." The band not only recovered, it was offered a highly prized Friday night gig on the strength of its performance.

The band members generally practice in the studio two to three nights a week and average two gigs a month, frequently making the 120-mile round trip to San Antonio, where Kristin says, "the crowds are into heavier music and less restrained, which I really like. I think it's what rock is all about."

And being on stage, playing the music she's written for an appreciative audience is what keeps Kristin going. "Performing is just the be-all and end-all as far as I'm concerned. Where else can you get so much validation and appreciation simply for sharing what's inside of you?" WU

If you or someone you work with has an interesting hobby or avocation that you think would be appropriate for an Offsite feature, please contact the editors at world_update@idg.com.

noteworthy people

Carroll

Taussig

Brooks

CATHERINE SPENCE

Mylchreest

CATHERINE SPENCE

Herr

IDG WORLD UPDATE

Promotions

IDC's **Ray Boggs** has been promoted from program director to vice president of Home Office/Small Business/Education. "Since transitioning from IDC LINK, Ray has successfully managed not only to sustain and grow his popular existing research services but also aggressively pursue new research services including the launch of a Small Business Internet service and a joint-venture Small Business Telecom research service," said **Sean Kaldor**, vice president of Developing Markets and Technologies. "Ray has assembled a team of experts that have become very well respected within their particular fields and has also earned some notoriety for himself — he was chosen as Analyst of the Year by IDC's GRAC [Global Research Accounts Council] clients."

PC World Senior Account Manager **Michael Carroll** is the publication's new director of consumer advertising, based in the Framingham, Mass., office. "Michael has had a very long and successful track record at *PC World* and IDG," said *PC World* Publisher **Jeff Edman**. "Michael came to IDG 11 years ago to work in the single-copy sales group at IDG Peterborough. From there, he moved to *Portable Computing* and eventually to *PC World*, where he has consistently delivered over-quota results for the last eight years. Michael is extremely excited to take on this new challenge, which will be in addition to his existing responsibilities."

Solutions Integrator's West Coast Ad Director **Mark Taussig** has been promoted to national advertising director. "Since he joined the publication a little over seven months ago, Mark has had a tremendous impact on our sales processes and the sales staff in the Western region, said **Keith Newman**, president and CEO of *Solutions Integrator*. "I'm confident that his influence will be now be felt on the national level." Taussig will now work with the sales and marketing teams to develop unique and compelling programs for customers who want to reach enterprise integrators.

New employees

Ari Davidow joins *Network World* as an online production manager. He previously with Cern Consulting, a firm he founded. Originally a typographer, he is involved in developing a year-long online community- and education-building project in Boston's Chinatown as part of a degree program at the University of Massachusetts/Boston.

Previously an ad layout operator with Community Newspaper Co., **Maro Eremyan** has been hired by *Network World* as an advertising operations coordinator. She attended Boston's Emerson College and Framingham State College where she received a B.A. in English.

Senior Editor **John Fontana** comes to *Network World* from CMP Media's *InternetWeek*, where he held a similar position, covering the networking and hardware beats. He earned a B.S. in journalism from the University of Colorado/Boulder and enjoys cycling (both road and mountain) and back-country skiing.

IDC has hired **Megan O'Donnell** as group marketing manager for Consulting. She was previously a marketing manager with start-up Nexar Technologies, Inc., developing corporate identity and collateral materials. She holds a B.S. in human resources management from the University of Massachusetts/Dartmouth. Although her time has lately been taken up with planning her June wedding and recovering from her bridal shower, she normally likes traveling, sailing and taking her nieces on outings.

IDG Global Solutions EMEA outside London has hired **Caroline Brooks** as finance assistant. She previously held a similar position with Binatone Telecom Plc. Recently married in Jamaica, she enjoys working out and eating out.

Also new at IDG Global Solutions EMEA is Strategic Account Director **Peter Mylchreest**, who came from Radiant Knowledge Systems, where he was a sales director. He earned an accountancy degree from Cheshire County (U.K.) College and likes to golf, ski and play the piano.

Transfers

Editorial Assistant **Kelli Botta** comes to *CIO* from IDG Books' Indianapolis office where she was a proofreader on the ...For Dummies line. Prior to that she worked at Aquidneck Management Associates in Newport, R.I., providing technical support and editing transcripts. She has a communications degree from Fitchburg State College in Fitchburg, Mass., where she worked as a copy editor for the school newspaper.

Tina Templin, executive assistant to former IDG Marketing Services President **Peter Horan**, has transferred to *Computerworld*'s San Mateo, Calif., office to continue working with Horan, who was recently named senior vice president/corporate marketing and business development. Templin began her IDG career as an administrative assistant at the *InfoWorld* Test Center in 1991.

Returning employees

Serena Herr returns to *Publish* as executive editor after a stint at *EMedia Weekly*, where she held a similar title. She will be providing direction for daily editorial operations, writing, and managing the Publish RGB Web site. She holds a B.A. in rhetoric from the University of California/Berkeley and spends her off hours holding her seven-month son Ryan.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Mette Lautrup *IDG Denmark*

15
Susan Searle *IDG Australia*

14
Diane LaLumiere *IDC*

13
David Bromley *IDG World Update*

12
Julio Attala *IDG Argentina*

11
Shannon Smith *PC World*
Norma Mena *IDG Argentina*

10
Ilona Dietrich *IDG Germany*

9
Jan Davis *InfoWorld*
Kathleen Poppenhagen *IDG Channel Services Group*
Hans Henrik Brunnmayr *IDG Germany*
Svenja Mohn *IDG Germany*
Frank Josef Reismann *IDG Germany*
Ruggero Vota *IDG Italy*

8
Jill Nightingale *InfoWorld*
Silvia Langford *IDG Germany*
Nilde Meregalli *IDG Italy*

7
Solange de Oliveira Calvo *IDG Brazil*
Mike Melenovsky *IDC*
Finn Geisler *IDG Denmark*
Kim Stein *PC World*
York von Heimburg *IDG Germany*
Rosa Guerinoni *IDG Italy*

6
John Monroe *FCW Gov't Technology Group*
Zdena Vratislavova *IDG Czech Republic*

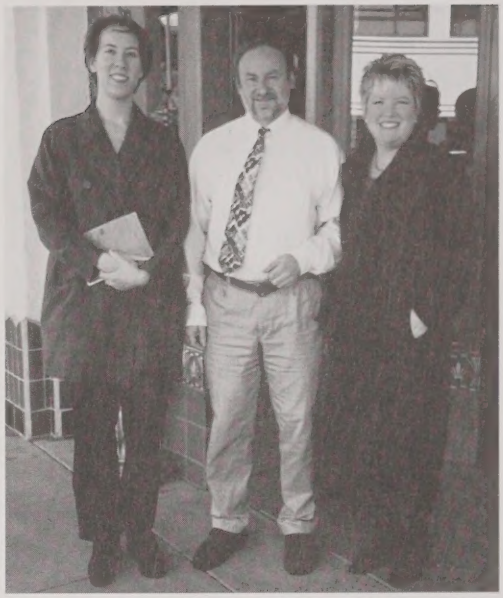
4
Klaus Krabbe *IDG Denmark*
Shin-ichiro Hashiguchi *IDC Japan*
Ron Milton *Computerworld*

3
Michelle Mitchell *InfoWorld*
Birgit Waltenburg *IDG Denmark*
Philip Hall *IDG Books*
Bernd Seidel *IDG Germany*
Cornelia Neft *IDG Germany*
Mari Keefe *Computerworld*

2
Anne Swartz *CIO*
Corinne Lipman *IDG Conference Management Co.*
Michelle Fuller *Computerworld*
Trina Fletcher-MacDonald *InfoWorld*
Stephanie Riddle *PC World*
Linda Stark *IDG Books*
Stephanie Hollier *IDG Books*
Jörg Langer *IDG Germany*
Tao Ai Lei *Computerworld Singapore*

1
Keith Newman *Channel Services Group*
Rosamond Burke *Channel Services Group*
Terri Walsh *IDG Corporate Travel*
Amy Cray *IDG*
Matt Holmes *IDG Games Media Group*
Rayna Meleedy *Computerworld*
Karen Ko *IDG Hong Kong*
Apple Wong *IDG Hong Kong*
Sean Lavey *IDC*
Malene Uhre *IDG Denmark*
Uffe Meier *IDG Denmark*
Magnus Bredsdorff *IDG Denmark*
Marilyn Mullins *IDG Central Services*
Michael Britton *IDG Books*
Jennifer Fong *IDG Books*
Elisabeth di Meola *IDG Germany*
Michael Lang *IDG Germany*
Fatima Kratz *IDG Germany*
Helga Mandl *IDG Germany*
Bernd Mahlmeister *IDG Germany*
Irene Helfenbein *IDG Germany*
Christian Schmidt *IDG Germany*
James Miller *Computerworld Singapore*
Makoto Nozaki *IDC Japan*

Book that trip!



(Left to right) ***Kristina Pappas****, IDG Books foreign rights manager, George Kull, and* ***Kimberlee Clark****, international channel marketing manager.*

Bookseller George Kull unrolled some posters, and IDG Books rolled out the red carpet. Kull's Bücherzentrum Schönhuber bookstore won first place in a "*...For Dummies*" window display contest held in Germany. Sponsored by MITP Verlag, the German publisher of the *...For Dummies* series, the contest drew nearly 100 booksellers vying for the first prize of a trip to San Francisco and a visit to IDG Books' Foster City, Calif., headquarters. Kull, whose winning display involved a PC and several *...For Dummies* posters, said that *Windows 95 For Dummies* and *Windows 98 For Dummies* are the best-selling *...For Dummies* titles in his bookshop in Ingolstadt, a town near Munich.

YES Corps

continued from page 1

New York and CEO of Rubin Systems Inc., are responsible for managing the following: a network of experts available online to answer Y2K questions and locate resources; a pool of volunteers to facilitate sessions either in person or via video conferencing at regional conferences sponsored by the UN; and in-person consultations to address specific country or industry sector requests.

Y 2K
E xpert
S ervice:
The YES Corps.

Beach said he and other steering committee members have been working with the International Y2K Cooperation Center to spread the word about YES Corps by promoting the YES Corps Web site (http://www.iy2kcc.org/YES.htm), linking it to other highly trafficked Web sites; talking to the media and talking to Y2K experts. "We have already started to get responses, and I anticipate we will eventually have a network of some 5,000 volunteers," Beach said.

The International Y2K Cooperation Center has established a network of 160 national coordinators. These coordinators will send their Y2K requests to YES Corps, which will assign a volunteer to fulfill the request. YES Corps volunteers will conduct consultations, either in person or online and will provide expertise and assistance in identifying local resources; YES Corps volunteers will not perform the actual work on the computers.

Anyone interested in learning more about the organization or how to volunteer may do so at www.iy2kcc.org/YES.htm. Gary Beach may be reached at gary_beach@cio.com. WU

celebrating 10!

Name
Christian Legall

Home
Carrieres sur Seine, France

Joined IDG France
January 1987 as an administrative employee.

Current title
Office services coordinator

Most challenging part of your job
To try and get to know everybody in the company.

What's the most memorable thing that's ever happened to you at work?
I went to Algeria in 1988 for an IDG France-sponsored car rally in the desert called the "Computer Trophy."

What's kept you at IDG for 10 years?
The atmosphere.

Interests outside the office
Running in marathons, going to the cinema and restaurants and spending time with my children.

Family
My wife Carole and children Jules, 6, and Manon, 4½ years.

What talent do you wish you had that you don't have?
The ability to be a great photographer.

Dream destination
Bora Bora.

*IDG Chairman **Pat McGovern** (left) escorted **Christian Legall** to lunch in honor of more than 10 years of service to the company.*

Favorite vacation spot?
The mountains.

Retirement dreams?
Taking the time to visit Paris.

Manager's profile
"Christian has been very good at what he does the entire time he has been with IDG France. He is quick, responsive and efficient in a position that is not very easy because of its variety and because he is on the front line with everybody in the company. Let us continue for another 10 years, at least..."

--Jean Bregeon, general manager, Finance and Administration, IDG France

Coming up

European Telecom Transitions
May 12
London
Contact: Alex Greed
agreed@idc.com
www.idcresearch.co.uk/Sub/Events.htm

Electronic Entertainment Expo (E³)
May 13-15
Los Angeles, Calif.
Contact: IDG Expo Management
tel: 781-551-9800
www.e3expo.com/home.html

IDC's 1999 Storage Perspectives
May 17
San Jose, Calif.
The Fairmont Hotel
Contact: Tammy Whidden
twhidden@idc.com
1-800-343-4952, ext. 4660
www.idc.com/events/sp99

IDG Global High-Tech Marketing Briefings
• May 18
New York City
Contact: Volker Heistermann
• May 27
Redwood Shores, Calif.
Contact: Volker Heistermann
volker_heistermann@idg.com

Government CIO Summit
Mary 23-26
St. Petersburg, Fla.
www.fcw.com/cio/ciohome.htm

PC World Global Product Support Center Meeting
May 26-28
Rome
Contact: Nancy Jacobs
nancy_jacobs@pcworld.com

and finally

Language teasers

The symbol of the "pound" key (#) is called an octothorpe.

The dot over the letter "i" is called a tittle.

The word "set" has more definitions than any other word in the English language.

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

3 MAY 1999
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WWW.IDGWORLDUPDATE.COM

Joe Levy named president and CEO of IDG Communications U.S.

***Joe Levy** will assume his new responsibilities as IDG Communications U.S. president and CEO immediately.*

Effective today, CIO President and CEO **Joe Levy** has been named president and CEO of IDG Communications U.S., a new position to which all of IDG's U.S. publishing business units will report. The move is expected to help improve decision making for boosting customer satisfaction.

"As the only global computer publishing company, IDG has a responsibility to ensure we provide the IT industry with effective and efficient ways to reach technology buyers anywhere in the world," said **Kelly Conlin**, IDG president and CEO. "With IDG Communications representing all of our domestic publications, we mirror the structure we have in our international operations, which we expect will further improve our customer service and industry leadership in building complete marketing programs."

"IDG's U.S. publications have the most talented team of editors, industry observers, analysts and publishing executives in our industry," said Levy. "We will keep our focus on the needs of the unique audience each of our publications reach, but we will also leverage IDG's total reach to the most influential technology buyers in the market."

This move follows Levy's promotion to the board of IDG Global Solutions where, along with colleagues **Rich Marino** in the U.S. and **York von Heimburg** in Europe, he is designing an expanded capability for global customer service.

Levy will remain on the board of IDG Global Solutions. He will be succeeded at CIO by the magazine's Publisher **Gary Beach**.

Levy is a 28-year veteran of IDG, having founded *CIO* magazine in 1987, 16 years after joining. During his tenure at IDC, he become the company's first vice president of marketing. Levy conceived the idea for *CIO* magazine after conducting extensive research on the computer-related purchases at the top corporations in the U.S. Today, the title is the fastest-growing IT title, and CIO Communications has expanded to include conferences, online services and research. WU

IDG publications dominate annual Maggie Awards

Four West Coast publications take home 12 awards for editorial and design excellence

IDG publications took home 12 of 80 awards handed out for editorial and design excellence at the 43rd annual Maggie Awards ceremony, held April 23rd in Los Angeles. Among those publications called to the podium to claim the coveted trophies, were *Publish*, which won in four categories; *Macworld* and *PC World*, which each took home three awards; and *InfoWorld*, which was honored in two categories.

***Andrew Gore**, Macworld editor-in-chief (seventh from left) and members of the Macworld team show off the publication's three Maggie Awards.*

"The Maggie Awards set the standard for editorial and design excellence in the publishing industry," said **Kelly Conlin**, president and CEO of IDG. "These awards are a testament to IDG's unwavering commitment to the highest levels of editorial quality and design innovation. We take great pride in IDG's leadership standing in the 1999 Maggie Awards."

IDG publications won top honors in the following categories:

Publish

• Computers & Telecommunications/Trade

October. Staff and contributors.

continued on page 6

in brief newsworthy

IDG's Conlin predicts "vigorous competition" with new CMP owner

Last week's announcement by United News & Media PLC of its intent to purchase CMP Media for $920 million reflected a willingness on the part of the U.K.-based company to pay a premium price for a significant presence in the U.S. IT publishing market, according to IDG President and CEO **Kelly Conlin**.

Conlin acknowledged that while IDG had participated in the auction of CMP, the company's Executive Committee and Board of Directors were wary of adding considerable debt to IDG to purchase a declining, U.S. print-based company.

"If it were employees' money — and, in fact, the ESOP/ISOP program makes it very much so — I believe IDG employees would have agreed with our evaluation," Conlin said.

Conlin said that the purchase is a sign of the long-term opportunities that others see in the market IDG serves, and that IDG will compete vigorously with United News. He also noted that IDG would review any opportunities that might arise should United News decide to divest any part of CMP following the acquisition.

CMP Media, based in Manhasset, N.Y., has been courting suitors since February when it hired Lazard Freres & Co. to explore sale and merger possibilities. CMP publishes *Information Week* and *Computer Reseller News*, among others. United Media is the owner of PR Newswire, Britain's Express Newspapers and U.S.-based subsidiary Miller Freeman. WU

GamePro Middle East will debut in June as bi-monthly

Last month IDG signed a *GamePro* license with Nahas Publishing House in Beirut, Lebanon. IDG's new partner plans to launch an Arabic-language *GamePro Middle East* in June as a bi-monthly. Initial circulation will be 5,000 copies distributed throughout the Middle East. It will start with an 80-page folio with material from the U.S. edition of *GamePro* and add local editorial after the first few issues.

Nahas was founded in 1930 and publishes the country's leading fashion magazines, among other consumer titles. *GamePro Middle East* will be the company's first venture into IT publishing.

For more information, contact Hana El Oubari, assistant general manger of Nahas Publishing House, via e-mail at nahasleb@dm.net.lb, or IDG International Publishing Services Vice President/Licensing **Tim Clarke** at tim_clarke@idg.com. WU

Global High-Tech Briefings spotlight IDG talent

Executives, managers, advertisers and researchers who are responsible for marketing technology products globally or regionally have two important events marked on their calendars: The IDG Global High-Tech Marketing Briefings on May 18 in New York City and on May 27 in Redwood Shores, Calif., near San Francisco.

The third annual briefings, organized by IDG Global Solutions, aim to educate IDG and IDC clients on global IT markets and marketing trends. This year's agenda features more IDG and IDC speakers than ever before, as well as representatives from Hewlett-Packard, IBM, Nortel, Saatchi & Saatchi, *Marketing Computers* and others.

Among the participants are IDG Executive Vice President **Rich Marino**, IDG Global Solutions International Strategic Marketing

Director **Melanie Edwards**, IDC Senior Vice President **Philippe de Marcillac**, IDC Latin America Vice President **Eric Prothero**, IDC Latin America Director **Lauri Jones**, IDC Europe Director **Pim Bilderbeek**, IDG Global Solutions Managing Director/International **Frank Cutitta** and CIO Publisher **Gary Beach**.

The topics of the panel discussions include a "Reality Check" featuring international CIOs, "Branding the Net: Surviving Uncharted Waters," and "e.biz: The Next Generation."

"The Global Briefings are another away for me to involve my clients, paticularly those at higher marketing levels, with IDG and CW," said *Computerworld* Senior District Manager **Blayne Long**, who's based in Chicago. "The content of the global seminars is very useful and speaks volumes about our knowledge of the technology marketplace." WU

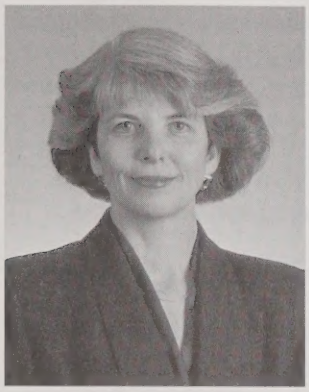
Discounts for employees and clients

Discounted admission to the Global High-Tech Briefings for IDG/IDC employees is $290; employees may secure the discounted rate by indicating their IDG affiliation when they register. There is a 20% discount off the regular rate of $575 for client admission for employees who sign up two clients, 25% off for three or four clients and 30% off for five or more clients. The early bird rate (register by May 10) is $475.

To register, go to www.idg.com/globalbriefing or register by phone at 1-888-734-7378. For more information contact International Marketing Analyst **Volker Heistermann** at volker_heistermann@idg.com or tel: 415-676-3041.

Q and A executive

Edith Holmes
The president and CEO of FCW Government Technology Group is this week's columnist. Part two will appear May 10.



FCW Government Technology Group, Inc. at-a-glance

Location Falls Church, Va.

Year established 1986

Number of employees 72

Publications *Federal Computer Week, civic.com*

Events Federal 100; Government CIO Summit; Advanced Information Technologies for Government; GovTechNet International Conference and Exposition, in partnership with the Armed Forces Communications and Electronics Association

Web sites fcw.com and civic.com

Most recent accomplishments
- Published successful editorial supplement on security technologies and issues.
- Delivered research report on corporate competitiveness of 93 companies in the federal IT market.
- Sold out this month's Government CIO Summit.
- Introduced e-mailed headline newsletters.
- Raised more than $33,000 in a charity event for underprivileged youth.

Q Please describe your audience and market. Who are your competitors, and what is the company's market position?

A FCW Government Technology Group represents IDG in the $60+ billion U.S. federal, state and local government market for information technology. Our mission is to inform, educate and facilitate the public sector community about IT and its management by delivering timely, comprehensive and compelling information through a variety of media, events and custom services.

Our competition comes not from Ziff-Davis or CMP, but from The Washington Post Company and GMW Communications, newly re-named e.republic, a Sacramento, Calif.-based firm owned by the Church of Scientology. The Post acquired *Government Computer News (GNC)*, *Washington Technology* and the FOSE trade show 18 months ago, and e.republic publishes *Government Technology* and runs a series of regional state and local trade shows. *FCW* leads *GCN* – our primary print competitor in the federal market – by all measures, including awards for editorial excellence, a 56% share of advertising pages, and a more stable and better qualified audience of 85,000 subscribers. Our company is developing a presence in the state and local market, reaching more than 56,000 subscribers with our monthly *civic.com* magazine and challenging the dominant *Government Technology* for that space.

Increasingly, we find that through the Web and focused events, our IT industry customers are becoming FCW competitors for the time and attention of our company's core federal, state and local government and public sector channel audiences.

Q As a vertical market publication, *FCW* is a unique product line for IDG in the U.S. How is managing and producing vertical publications different from producing, say, a *PC World*?

A Every IDG business unit must understand the needs of the audience its product line serves. Government audiences have characteristics that distinguish them from commercial audiences. Chief among these is that subscribers to *Federal Computer Week* and *civic.com* and attendees to our events are budget rather than profit driven. They also pay attention to political outcomes. The public sector differs from its private counterpart in the way government buys IT; otherwise government is just as interested in new and emerging technologies and products. As a result, *FCW* tends to be more management- and acquisition process-oriented in the content of our products than are other IDG companies.

Further, our sales force typically has to sell the opportunity this market affords before selling *FCW*'s products. We must first convince potential customers that government is a "vertical" worth pursuing. Often the federal, state and local organizations within these customer firms have to convince their corporate headquarters that they need marketing targeted to government to make their quotas.

Q Do you see opportunity for *FCW*s all over the world, just as there are *PC World*s and *Network World*s? Is this concept transferable?

A The largest countries may offer opportunities for publications such as *Federal Computer Week*. However, many countries are comparable in overall size and government IT spending to individual states in the U.S. These audiences, their IT budgets and the market opportunities they represent cannot support separate publications. For much of the world, government probably is best treated as a separate section in broader IT publications.

Q What are your 1999 goals?

- Achieve revenue and profit targets.
- Grow profitability through efficiencies.
- Position *Federal Computer Week* as the market's premier news and product book.
- Build our newer product lines, including *civic.com*, events and online.
- Launch the GovTechNet International event.

Q What's been your career path at IDG?

A I began my career as a cub reporter for *Computerworld* in 1974. Nineteen years later, I left the editorial side of the house to lead IDG's business unit in Washington. In between these milestones, I worked as a correspondent covering computers and communications for *BusinessWeek* and ran a freelance writing and editing business, returning to IDG in 1986 as launch editor for *Federal Computer Week*. The last six years have taught me that the business of providing information services to a market is as complex and intriguing as creating those services, particularly as the economics of publishing unalterably change with the Internet and the Web.

Edith Holmes may be reached at eholmes@fcw.com.

PC World Italia marks twin milestones

PCW Italia nabs audit "first"

PC World Italia became the first IT publication in its market to be audited by Audipress, an association formed by Italy's main research agencies such as Doxa, Explorer, Makrotest and Demoskopea. Audipress produces Italy's most imporant certification of the average number of readers per copy and a profile of those readers. Audipress limits its certification to only dailies and magazines with a monthly circulation over 50,000. There are two audits annually.

PC World Italia's average total readership, as determined in the autumn 1998 audit, was 766,000, of which 624,000 were men and 142,000 were women.

IDG Italy at-a-glance

Location: Milan

Established: 1983

Employees: 60

Consumer magazines:
Macworld
PC World

Business magazines:
Computerworld Italia
Computer Partner Italia
Networking Italia

Web site: www.idg.it

The proof is in the numbers. Thanks to *PC World Italia*'s highly successful March issue, which marked both the publication's 100th issue and its 10th year of publishing, *PCW Italia* gained ground on market leader *PC Professionale*.

In honor of the two anniversaries, "the editorial, product and marketing staff all worked extra hard to produce a really great issue," said **Mario Toffoletti**, publisher of consumer magazines at IDG Italy. The team raised the print run to 100,000 from its usual 85,000. Total circulation came in at 79,100, a 56% increase over March 1998. Significantly, newsstand sales for the month were almost double that of the previous year. Display ad revenues were 25% above the same period last year.

PC World Italia's March issue increased its folio size from 324 to 354 pages to accommodate special features with centennial themes including:

- The 100 most important moments in information technology history.
- 100 tips and tricks (50 each for hardware and software).
- 100 interesting Web sites, as selected by the PCWI editorial staff.
- 100 descriptions of useful shareware software.

The March issue also marked the return of three marketing initiatives that proved successful in past editions. The "100% Made in Italy Software" prize is a competition open to any Italian company that produces and sells accounting software for Windows. Last year 55 companies competed for the prize, which was voted on a special jury of experts selected by *PCW Italia*. In another contest, readers were asked to vote for the best hardware and software products in 25 categories in the "Top 25 Competition"; results will be announced in June. And finally, in the "Customer Satisfaction Grand Prix," readers report on their best experiences with IT vendors' customer support. For more information, contact Mario Toffoletti at mario_toffoletti@idg.it. WU

Network World GPSC meeting provides forum for information exchange

Network World's third annual Global Product Support Center-sponsored conference brought together 36 attendees representing networking publications in 11 countries for two days of presentations, panel discussions and information sharing. Held mid-March at the Hotel Concorde Saint-Lazare in Paris, the meeting was hosted by *Reseaux & Telecoms* Publisher **Pierre Mangin**.

The meeting was conducted by **Colin Ungaro** Network World president and CEO, who also presented "A Global Picture of Networking and *Network World*." He was followed to the podium by **Frank Cutitta**, IDG Global Solutions managing director/international, who discussed "Using the Capabilities and Resources of IDG Global Solutions to Increase International Advertising Revenues." **Bill Reinstein**, NWW senior VP, business development, moderated a panel composed of **Vicki Anderson**, director, Global Web Support Center; **Jill Hourston**, senior operations manager, IDG.net; and **Ralph Peter Rauchfuss**, managing director, Computerwoche Verlag, that examined "Practical Approaches to Online Revenue Development."

Network World Publisher **Evilee Thibeault** and Director of Marketing **Hillary Freeley** discussed "Branding Strategy" and "Maximizing Your Market-

continued on next page

PC World Italia's staff assembles for a group photo. Seated (L-R): ***Manuela Mancosu*** *(graphics),* ***Maria Grazia Tripodi*** *(editorial staff secretary),* ***Rosa Guerinoni*** *(marketing assistant),* ***Tiziana Parma*** *(subscription office). Second row (L-R):* ***Simona Cattaneo*** *(traffic office),* ***Mauro Buccola*** *(sales manager),* ***Antonietta Passarelli*** *(sales executive),* ***Deborah Sordini****, PCWI editor in chief (carrying the BIG n° 100),* ***Sarah Baccenetti*** *(PCWI publisher's assistant),* ***Gabriele Arioli*** *(production and diffusion manager) and* ***Paolo Galvani*** *(executive editor, with glasses). Back row (L-R):* ***Maurilio Vitali*** *(sales executive),* ***Mario Bosisio*** *(editorial staff),* ***Gianluca Soravia*** *(sales executive),* ***Giuseppe Rossi*** *(the tallest one - editorial staff),* ***Maurizio Lazzaretti*** *(editorial staff),* ***Ilaria Salvaro*** *(traffic office),* ***Francesco Orsenigo*** *(hidden - editorial staff),* ***Mario Toffoletti*** *(publisher),* ***Silvia Santi*** *(completely hidden, graphics), Claudio Leonardi (site manager),* ***Lorenza Guidotti*** *(editorial staff),* ***Oscar Maeran*** *(wearing glasses - editorial staff),* ***Mario Vacirca*** *(sales executive) and* ***Daniela Pedrini*** *(marketing manager).*

Job Opportunities –May 3, 1999

Marketing Communications Intern (CIO)
CIO Communications, Inc. is looking for an enthusiastic and organized intern to join the marketing communications team. In this position you will write and organize mailings, interview readers and advertisers for testimonials and track/manage direct mail responses. Ideal candidates will be pursuing a BA in Liberal Arts, Journalism, Marketing, Communications or related field. Excellent communication and writing skills required. Familiarity with Microsoft Word, PowerPoint Filemaker Pro & Excel and office experience a plus.
Location: Framingham, MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Reporter (FCW)
Magazine of the Year! Civic.com, an award-winning, two year-old, print and Web magazine covering local electronic government policy and technology, has an immediate opening for an energetic reporter beginning a career in journalism. Successful candidate: you're light on your feet, with a nose for news and a clear, quick writing ability, and a desire to be first on the Web with the story. New graduates okay, one year experience preferred. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Client Service Representative, Growth Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Inside Sales Representative, Latin America Research (IDC)
IDC is seeking an Inside Sales Representative for our Latin America Research Group who will be responsible for assisting the Latin America Sales Manager with acquiring new accounts and growing current accounts. A variety of support functions will be required such as: order entry, customer service, inquiry support, database management, forecasting, proposals, marketing assistance, etc. Individual must have strong organizational and communication skills and the ability to handle multiple projects and tasks. At least 1-3 years previous sales experience and/or customer service experience is required. Spanish or Portuguese fluency a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. Experience working in the IT industry or with IT clients is a plus. College degree is preferred. *Location: Miami, FL*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Manager, Desktop Services (IDC)
The IDC Information Technology department is looking for a hands on, service oriented manager for our desktop services group. The successful candidate will have 5-7 years experience working in a fast paced service oriented department, the last two in a management role. This is a position loaded with opportunity to improve the company's overall performance while at the same time learn new and exciting technologies. The abilities to drive technological change, manage multiple priorities and to build a process oriented service offering are required. Experience with Novell Netware (V4 or above) and Managewise as well as Lotus Notes is also required. B.S. or equivalent. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Web Developer (IDG/B)
We are seeking a web developer to join our growing online team. You will develop and maintain server-side ASP and client-side JavaScript programs, create HTML pages, and develop and deploy dynamic content. Requirements include knowledge of ASP in VBScript, JavaScript, and advanced HTML. Experience with SQL Server, Perl, IIS administration, NT administration, Cold Fusion, and Unix is preferred.
Location: Foster City, CA
Contact: Chris Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Web Support Specialist (IDG/B)
We are seeking a Web Support Specialist for the Foster City office who will work with the internal Web development and management group to support public and internal web sites. Duties include maintaining databases for public web sites and internal use, generating database reports using tools such as MS Access, and producing web server statistics using Web Trends and Analog. You will also be responsible for supporting FTP areas by uploading files and answering questions from vendors regarding FTP server contents and usernames/passwords. Some requirements include data entry/report generation in Access, HTML, and knowledge of FTP and Web browsers. Familiarity with server log files and the ability to create Access databases is preferred. *Location: Foster City, CA*
Contact: Chris Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Corporate Communications Intern (IDG/CSC)
International Data Group is seeking an intern for its corporate communications department. The student will gain corporate public relations experience through assisting the corporate team with internal and external communication. In this position, the student will work with the corporate communications team on marketing communication projects such as the corporate media kit, monthly press evaluation and assisting with press tour preparation. The candidate must be a motivated, team player who is able to work both independently and on group projects. Familiarity with Microsoft Word, Microsoft Excel and being comfortable navigating the Internet for information is required. Strong organizational skills and the ability to communicate effectively in a corporate business environment are a must. This academic credit only internship must be any three days a week (upon agreement of hiring- the permanent schedule will be determined). *Location: Boston, MA*
Contact: S. Hansen, Fax: 617-859-7347, Phone: 617-534-1255, Email: sarah_hansen@idg.com

Marketing Communications Specialist (IFW)
InfoWorld's fast-paced Marketing Department has an opportunity to join our team as a Marketing Communications Specialist. Responsibilities include scheduling and managing projects for InfoWorld's products and services, such as direct mail, collateral and sales promotion materials. Responsibilities will also include coordinating mailings, managing collateral distribution, and general service to our sales organization. Individual must have strong project management skills, be detail oriented, possess a "can-do" attitude, and be able to manage projects simultaneously. *Location: San Mateo, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

District Sales Manager (IFW)
InfoWorld is looking for a District Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and on-line editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing a Sales Associate. Requires 3-5 years in computer publication ad sales. *Location: Rochelle Park, NJ*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Web Production Assistant
Web Publishing Inc. is seeking a Web Production Assistant to assist in the production of the web-only magazines JavaWorld, SunWorld, LinuxWorld, and Windows TechEdge. Responsibilities include converting articles, charts, tables, and other data types for publishing on the Web, coding templates and pages, working closely with the edit and business teams. This position requires the following skills: HTML tables, forms; general knowledge of Photoshop, Illustrator; familiarity with Macintosh and Unix environments; working knowledge of current Web development tools and technologies. The ideal candidate would be a creative team-player who thrives in a high-paced environment. *Location: San Francisco, CA.* Contact: Carl Strolle, Carl@wpi.com, Fax: 415-267-1732

Business Development Assistant
Web Publishing Inc. is seeking a Business Development Assistant to assist in the coordination of business development programs within the Marketing and Business Operations department of Web Publishing Inc. Products include web-only magazines JavaWorld, SunWorld, LinuxWorld, and Windows TechEdge. Responsibilities include facilitating and coordinating partner program workflow between outside partners and internal departments including edit and business teams; implementing marketing initiatives; researching potential partnerships; supporting ad-hoc marketing programs including trade show presence. This position requires the following skills: Demonstrated analytical and creative communication skills, both written and verbal. Attention to detail, time management and organizational skills are required. One year experience in an online business environment; browser and web savvy. Interest in online publishing in the field of marketing and business development. Excellent knowledge of Mac systems including use of Word, Excel, Filemaker Pro and Quark a plus. The ideal candidate would be a dynamic team-player who thrives in a high-paced environment.*Location: San Francisco, CA*. Contact: Barbara McDonald, barbara@wpi.com Fax: 415-267-1732

Licensing Support Manager (IPS)
IPS is seeking a Licensing Support Manager to report to the VP/Director of Licensing. Primary responsibility will be the financial side of IDG's relationships with publishing licensees in 50 countries. Duties will include; overseeing licensee revenue reporting and monitoring royalty collection, working with IPS business manager on licensee royalty invoicing, revenue offsetting, and reconciliation with IDG Accounting. This person will prepare periodic reports for IPS management on these billings and collections, work with VP/Director Licensing and IDG's global product support centers to provide ongoing customer support to licensees and to serve as licensees' primary contact point within IDG. The ideal candidate will also help prospect new licensees and keep IDG business units up-to-date on the company's portfolio of licensing relationships. Ideal candidate will have 3-4 years business experience. BA preferred. *Location: Boston, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Conference Coordinator (IS)
The Industry Standard is currently seeking a Conference Coordinator to provide administrative support for the Conference & Events department. This individual will be responsible for maintaining the contact database, schedule meetings, track expenses, generate expense reports, and coordinate with IDG's Conference Management Group. Other duties include compilation/ preparation of reports, preparation of spreadsheet and PowerPoint presentations, and organizing conference functions/meetings. The ideal candidate must be extremely organized, proactive, and persistent in follow-up. He/She will also have excellent administrative and interpersonal skills. Proficiency with word, database, and spreadsheet applications a must. Conference & events experience a plus. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Facilities Manager (IS)
The Industry Standard has an immediate opening for a Facilities Manager who will be responsible for all areas related to office management and facilities for the New York and San Francisco office. Duties will include negotiating of all new facilities, contracts, and vendors; handling employee injury, illness, and prevention plan; ergonomic and safety plan. In addition, this individual will also research ways to streamline systems, revise policy and lower expenses. The ideal candidate will have 2-3 years of office/facilities management experience, strong negotiation, written and verbal communications skills. Supervisory experience is preferred for this individual will be managing a receptionist and facilities coordinator. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Copy Editor (Mac Pub)
Macworld, a monthly magazine covering the Macintosh for buyers and users, is seeking a copy editor with at least two years of experience to join its lively three-person copy desk. This individual will be copyediting manuscripts, querying editors, and copyfitting and proofreading layouts. This position requires strong copyediting skills, working knowledge of The Chicago Manual of Style, and an ability to meet deadlines. A monthly-magazine background and familiarity with copyfitting in QuarkXPress are big pluses.
Location: San Francisco, CA
Contact: C. Breen, Fax: 415-442-0766, Phone: 415-975-2272, Email: claire_breen@macworld.com

Business Operations Manager (PCW/OSG)
The Business Operations Manager will supervise the day-to-day office operations to support both on-site and off-site PC World Online Service group employees. Duties include planning company meetings and off-site retreats. Handling weekly invoice processing for all PCW/OSG departments and works directly with the VP, Finance and Operations. Desired qualifications include a self-starter with excellent organizational and effective time management skills. This person must have familiarity with the Internet and computer literate (word processing, spreadsheet, database, presentation programs, email and calendaring programs).
Location: San Francisco, Ca.
Contact: M. Buckingham, Fax: 415-442-1891, Phone: 415-978-3308,
Email: madeleine_buckingham@pcworld.com

Associate Editor (Publish)
The ideal candidate for this editorial position will work on both the web site and print magazine for Publish. Responsibilities will include assigning, editing and writing stories on assigned beats, coding and posting content on the web site, and acting as a representative of Publish with vendors and at trade shows. This position requires the following experience: knowledge of publishing and graphic arts business and publishing hardware/software; solid editing and writing skills; web design and production basics; ability to work under tight deadlines; ability to take direction and work well in a collaborative environment. *Location: San Francisco, CA*
Contact: P. Pfiffner, Fax: 415-495-2354, Phone: 415-978-3294, Email: ppfiffner@publish.com

Assistant Editor/Producer (Publish)
The entry level editorial online position will be responsible for designing, coding and posting content on Publish's web site. Other responsibilities will include designing and producing new site elements and pages, designing house ads, forms, polls, and surveys, and writing and editing online content. The ideal candidate will have the following experience: web design and production basics (HTML coding, GIF/JPEG graphics, polls and forms); solid editing and writing skills; ability to work under tight deadlines and the ability to take direction while working well in a collaborative environment. *Location: San Francisco,CA*
Contact: P. Pfiffner, Fax: 415-495-2354, Phone: 415-978-3294, Email: ppfiffner@publish.com

Receptionist (WEC)
IDG World Expo is seeking a professional full-time receptionist. Responsibilities will include answering phones, greeting visitors, coordinating the conference room sign up schedule, maintaining a sales database, and administrative back-up for all departments. The candidate must have a pleasant personality and a positive, professional attitude. Minimum of one year of receptionist experience in an office setting along with excellent verbal and written communication skills. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

Editor-in-Chief, JavaWorld (WPI)
Web Publishing Inc. is seeking an Editor-in-Chief to plan and coordinate creation of editorial material for web-only JavaWorld. Magazine. The ideal candidate will have and interest and willingness to get involved in technical issues and will posses an understanding of the Java industry and its applications. Duties including managing the edit staff, overseeing edit budget, and representing JavaWorld at trade shows, press conferences, and other events. Experience in leading an editorial team, editorial management, editing, writing, and journalistic skills required. Online publishing experience preferred. *Location: San Francisco, CA.*
Contact: Michael McCarthy, mac@wpi.com, Fax: 415-267-1732

"Wish you were here..."

IDG Employee Referral Bonus Plan

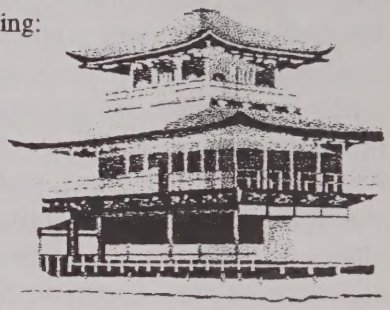
Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

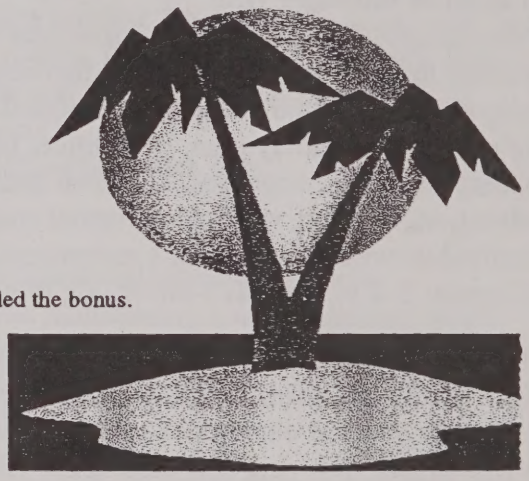
  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.



RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: **$500** **$200**

Unique promotion stirs excitement for *Gateway Germany* relaunch

A client tries his key in the Gateway safe.

To promote the relaunch of *Gateway Germany*, the company ran a hugely successful contest at its booth at the Systems fair last October. Playing up the magazine's slogan: "Gateway – your key to success!", the company bought a steel safe that was painted to look like the newly redesigned magazine and fitted with a flashing light and alarm that would go off when the safe was opened. Customers and prospects were sent "safe-cracker" invitations containing real keys and five out of six numbers of the safe's combination (the numbers represented the relaunch date of *Gateway*).

During a cocktail hour at the show, customers were invited to stop by and guess the correct final number of the combination and open the safe with their keys. Inside, three boxes contained first, second and third prizes (a weekend trip to New York, a weekend at a Bavarian resort and a balloon trip over the Alps, respectively). According to **Eva-Marie Behrendt**, publisher, "the safe was a big talking point at the fair and many, many customers came to try and open it." Contact Behrendt online at ebehrendt@gateway.de.

Network World GPSC

continued from previous page

ing Efforts," respectively. A central theme of both presentations was the importance of adopting a truly integrated approach to solidifying the brand name. "We surround our audience with our printed publication, online offerings and events," Freeley noted.

Among other meeting highlights was a presentation by Eva-Marie Behrendt, publisher of *Gateway Germany*, Computerwoche Verlag GmbH's networking title. Behrendt offered a one-year retrospective of where the publication began, a comprehensive review of its revamping and relaunch at last October's Systems fair, the strategies and efforts to re-establish the publication in the marketplace and a look ahead at future directions and goals. During the Best Business Practices and Practical Experiences roundtable Behrendt shared the unique promotion *Gateway Germany* used to herald its relaunch (see sidebar).

*Left to right: **Colin Ungaro**, president and CEO, NWW U.S.; **Manuel Minati**, marketing manager, Networking Italia; **Giulio Ferrari**, publisher, Networking Italia; and **John Gallant**, senior VP, editorial director, NWW U.S.*

*Left to right: NetWorld Poland's **Malgorzata Brudniak**, advertising director; **Bronislaw Piwowar**, editor-in-chief; and **Monika Mielczarczyk**, marketing specialist.*

Other well-received sessions included a presentation by representatives from Singapour, a full-service Paris-based agency serving the IT market, who discussed strategies for global buys on behalf of their clients, and the Best Business Practices and Practical Experiences session in which participants shared a program or strategy they had implemented to improve operations at their company.

"The Network World/Communications product line meeting offered a stimulating array of topics aimed at supporting and generating ideas that publications around the globe can use to help grow their businesses," said NWW's Ungaro. "The Best Business Practices roundtable led to some great ideas. It will be exciting to hear next year just how many of these were implemented around the world."

For more information, contact Nancy Parquette, event manager, at nancy_parquette@nww.com. WU

NWW Signature Series builds brand, drives incremental revenue

Among the many interesting ideas presented during the Best Business Practices roundtable were these two from **Eva-Maria Behrendt**, publisher of *Gateway Germany* (left), and **John Gallant**, senior VP and editorial director of *Network World* (below).

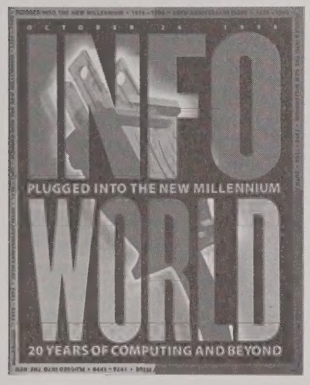
Published six times a year, *Network World*'s Signature Series issues provide insights, opinions and information on the most important issues shaping the networking industry. Launched in December 1998, the series grew out of Network World's two award-winning annual special issues—the Buzz Issue, which won the 1998 American Graphic Design Award form Graphic Design:USA, and the Power Issue, which won the 1998 Jesse H. Neal Award for Best Single Issue of a Newspaper/Tabloid fro the American Business Press.

"The Signature Series is a great example of a relatively low-cost high-impact undertaking," noted Gallant. By focusing in on a single hot topic in each issue we help our readers gain valuable new perspectives on such topics as their jobs and careers, network technology and the world's fastest-growing industry. Editorially driven, the Signature Series has been packaged for maximum impact.

"The Signature Series has generated incremental business from traditional advertisers as well as attracted many new customers," added **Evilee Thibeault**, NWW publisher.

The six issues in the Signature Series include:
The Power Issue—Annual guide to the most powerful companies and people in networking.
The Electronic Commerce Issue—How-to guide to helping companies do business online.
The Network World 200 Issue—Annual ranking of the 200 biggest companies in networking.
The You Issue—A look at the leading personalities in the network IT industry and the issues facing IS professionals.
The Buzz Issue—An insider's look at the most talked about technologies and ideas in networking.
The Best Issue—The best of everything in networking: products, practices, ideas on building, buying and managing networks, best companies to buy from and invest in.

*InfoWorld's **Ephraim Schwartz** holds up the Maggie Award presented to InfoWorld for Best News Story/Trade. The article, "The Perils of Power Politics," was written by Schwartz. Below, InfoWorld's 20th anniversary edition, which won a Maggie for Best Trade Tabloid.*



Maggie Awards

continued from page 1

• Best How-To Articles/Trade
Layer By Layer: Workshop May, "Colorizing Scanned Line Art." Writer: Deke McClelland; Editor: Mark Nichoson; Designer: **Anne-Marie Praetzel**.
• Best Regularly Featured Department, Section or Column/Trade
Makeover: May, June, November. Writer: Poppy Evans; Editor: **Karen Seriguchi**; Designer/Photo Art Direction: **Natalie Jeday**; Photographer: Jim Hildreth.
• Best Single Editorial Illustration/Trade
"Smooth Sailing" September. Artist:Jere Smith, Designer/Art Direction: **Jean Zambelli**; Writer: James Felici; Editor: **Serena Herr**.

PC World
• Best Color Editorial Layout/Consumer
"Pump Up Your Browser," Designer: Associate Art Director **Carolyn Perot**, Art Director **Robert Kanes**.
• Best Single Editorial Illustration/Consumer
"Pump Up Your Browser." Digital illustrator: Glenn Matsui
• Best Theme Issue/Consumer
("Privacy in the Internet Age")

Macworld*
• Computers & Telecommunications/Consumer
• On-Line Publication (www.macworld.com)
• Best Media Kit/Consumer

InfoWorld
• Trade Tabloid
20th Anniversary issue, Oct. 26, 1998.
• Best News Story/Trade
"The Perils of Power Politics, by **Ephraim Schwartz**, Jan. 19, 1998.

**Macworld is a joint venture between IDG and Ziff-Davis.*

***Jean Zambelli,** Publish art director (left), and **Andrea Dudrow**, associate editor, accepted four Maggie awards on behalf of their magazine at last month's Maggie Awards.*

The Maggie Awards, sponsored by the Western Publications Assocation (WPA) which serves publications west of the Mississippi River, honored the year's best in editorial and design in magazines, tabloids, newsletters and online media, according to strict guidelines for overall editorial and design excellence. The WPA received more than 1,700 entries in 80 categories, representing submissions from all industries.

*PC World Associate Art Director **Carolyn Perot** shows off the opening spread that earned the publication a Maggie Award for Best Color Editorial Layout/Consumer.*

For the third consecutive year, *InfoWorld* won the Trade Tabloid category. "We are delighted that WPA continues to recognize *InfoWorld* as the leader in trade publishing journalism," said **Sandy Reed**, editor in chief. "These awards underscore our commitment to editorial excellence and are a great tribute to our exceptional editorial and design staff."

"We are extremely honored to have won these Maggie Awards especially in the important categories of best computer consumer magazine and best online publication," said **Andrew Gore**, *Macworld* magazine editor-in-chief. "To be recognized by the WPA for editorial excellence, is a significant milestone for *Macworld* in what has been a volatile, competitive publishing market." he added.

"Theme issues are a true test of a magazine's editorial and design resources. 'Privacy in the Internet Age' surpassed expectations, combining both editorial excellence and design innovation to achieve the highest standard of service journalism," applauded **Cathryn Baskin**, editor-in-chief of *PC World*. "Moreover, artistic design is as critical to a magazine's success as the words between its covers, which is why we are very proud to receive these laurels for our spirited illustrations and layout."

Said Publish Editor-in-Chief **Pamela Pfiffner**, "The recognition given us by the Western Publications Association affirms Publish's position as the perfect blend of editorial acumen and artistic achievement. I'm thrilled to work with such a talented team."

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Ney Kruel *IDG Brazil*

19
Sinval Silva *IDG Brazil*

11
Joan Kelly *InfoWorld*
Claire Breen *Mac Publishing*

10
Virginia Pohlman *IDG Global Solutions*
Basilio Rodriguez *IDG Spain*
Kim Nash *Computerworld*
Caryn Dlott *Computerworld*

9
Virginia Hutton *Laurentian Technomedia*
Carla Neumann *InfoWorld*

8
Mandie Johnson *Macworld*
Raikundo Cauby Rocha *IDG Brazil*
Ágnes Héjjas *IDG Hungary*

7
Barbara Ruffner *InfoWorld*
Hajnal Fiko *IDG Hungary*
Katalin Zimányi *IDG Hungary*

6
Alena Blahova *IDG Czech Republic*
Sándor Keizer *IDG Hungary*

5
Jeff Sharpley *InfoWorld*
Julia King *Computerworld*

4
Wolfgang Böhler *IDG Switzerland*
Urs Flückiger *IDG Switzerland*
Robert Springer *IDG Books*
Suzi Cristina Correa da Costa *IDG Brazil*
Nieves Santana *IDG Spain*

3
Alessia Saxer *IDG Switzerland*
Stephen Beale *Mac Publishing*
Jill Hourston *IDG.net*
Stephanie Koutek *IDG Books*
David Fanning *Macworld U.K.*
Sylvia Piskula *IDG Austria*
Daniel de Blas *IDG Spain*
Sharon Gaudin *Computerworld*
Richard Saia *Computerworld*

2
Michael Spittler *IDG Switzerland*
Anne Sipahimalani *IDG Books*
Sandford Low *IDG Books*
Silvia Bassi *IDG Brazil*
Katrin Weber *IDG Austria*
Klaus Lackner *IDG Austria*
Gábor Móray *IDG Hungary*
Vincent Yiu *IDC Hong Kong*
Sarah Baccenetti *IDG Italy*

1
Julie Stoyka *Laurentian Technomedia*
Donna Dugo *InfoWorld*
Teresa Reecer *IDG Books*
Simone Freire *IDG Brazil*
Moacir Mendonca *IDG Brazil*
Marco Goes *IDG Brazil*
Kazuo Yamauchi *IDG Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

people noteworthy

Promotions

IDC's **Traci Gere** has been promoted from research director to vice president, Worldwide Services Research. "Traci joined IDC five years ago and quickly proved her business development skills by doubling the number of clients subscribing to our NW Support and Integration Services CIS in the face of the industry's leading guru Jeff Kaplin of Dataquest," said **Michael Melenovsky**, group vice president, Worldwide Services Research. "Adding to her responsibilities over time, she now manages 10 analysts across eight research programs representing $4 million."

IDC Associate Research Analyst **Jill House** has been promoted to research analyst, Smart Handheld Devices (SHD). "Among her accomplishments, Jill has become a key author for many pieces in the SHD CIS deliverables, including the Biweekly Newsletter and a variety of bulletins," said SHD Research Manager **Diana Hwang**. "Jill is now writing her first mega forecast report, which represents one of the most important pieces of research in our program."

CIO Associate Graphic Designer **Robin Belliveau** has been promoted to graphic designer. "Last fall, Robin volunteered to manage the special year-end 'Organic Enterprise' issue," said **Mary Lester**, *CIO* group director, art and design. It's a challenging magazine project. The issue requires coordination across all teams and functions and overlaps two regular issues. The designer has to be able to communicate a vision to her design teammates, since no one designer can physically design all the pages. Robin developed a handsome type and color palette for the issue, built templates for the other designers to use for pages and made sure everything looked smart and beautiful. Robin approaches all of her design work with a remarkable enthusiasm. She always has great ideas when any of us get stuck and continually brings in new ideas and resources to share."

Gere

AMY SHLUGER
House

CATHERINE SPENCE
Hilliard

DiMascio

New employees

IDG Global Solutions/EMEA in Staines, England, welcomes Accounts Assistant **Laura Hilliard**, who recently earned a certificate in travel services. Laura spends her free time socializing with friends and swimming.

Transfers

Previously director of national accounts with IDG Marketing Services, **Kim DiMascio** is now IDG.net's director of strategic accounts in charge of sales across all IDG online properties. She holds a B.S in accounting from Bentley College in Waltham, Mass. Having recently moved to New York City from Boston, she spends her free time learning to be a New Yorker.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 1.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

"Therein" contest results

The editors of *IDG World Update* challenged readers with the following on April 12: be the first to correctly identify the 10 words that can be found in the word "therein" without rearranging any of its letters. This little contest had a huge response; more submissions came in than for this than any other *World Update* contest (except for the IDG employee photo calendar contest).

But we learned something along the way: there are actually more than 10 unrearranged words in "therein." In addition to the words in the "official rules" (the, here, in, rein, there, he, her, ere, therein, herein), many of you made the case for others (I, re, ein --we never specified English-only!). So, in deference to the overwhelming response, we're awarding not one but 10 T-shirts to those employees, chosen in a random drawing, who submitted 10 unrearranged words.

Congratulations to **Paul Mercer**, *Network World* (who on April 9, 4:42 p.m. Boston time, was the very first person to submit 10 – actually 11 – correct words, thus demonstrating the power of both IDG World Update Online as well as the Friday afternoon "This Week in IDG World Update" e-mails!).

Additional winners are: **Michelle Vittori**, *Computerworld*; **Madeleine Spencer,** IDC; **Lisa Smith**, *Network World*; **Wolfgang Terhoerst**, *Computerwoche*; **Jen Mona**, IDG Research Services; **Geri Giovanni**, IDG's Des Plaines, Ill., office; **Lucy Leyda**, ExecuTrain of Thousand Oaks, Calif; **Linda Cook**, IDG Books Midwest and **Andrew Hinkinson-Hodnett**, IDG U.K.

An e-mail primer -- FWIW

How many of these acronyms commonly used in electronic communication do you know?

BTW:	By the way
F2F:	Face-to-face
FAQ:	Frequently asked questions
FWIW:	For what it's worth
IJWTS:	I just want to say
IMO:	In my opinion
IMHO:	In my humble opinion
IMVHO:	In my very humble opinion
IOW:	In other words
IRL:	In real life (not online)
LOL:	Laughing out loud
MEGO:	My eyes glaze over
RTM:	Read the manual
TMOT:	Trust me on this
TPTB:	The powers that be
WADR:	With all due respect
YMMV:	Your mileage may vary

From Communication and Technology: The Complete Guide to Using Technology for Organizational Communication by Shel Holtz.

New address for IDC India

IDC (India) Limited
Cyber House
35 (4 Bays)
Echelon Institutional Area
Sector 32 Gurgaon - 122002
Haryana
India
Tel: 91-124-381673 to 82
Fax: 91-124-381683

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

Employee briefings to be held in the U.S.

IDG President and CEO **Kelly Conlin** will hold three informational meetings for IDG's employees this month to talk about a range of issues, including IDG's new product plans.

The first session will be held May 21 in Natick, Mass., followed by two California meetings in San Francisco and San Mateo on May 25. Following Conlin's presentation at each meeting, the floor will be open to employee questions.

"We have a host of new initiatives, and these briefing sessions give all employees the opportunity to hear about them and ask questions about them," said Conlin. The agenda will include presentations on IDG's current performance and market position; new product plans, including the development of IDG's online strategy and how it relates to IDG's existing business; the organizational structure of IDG Global Solutions and how IDG serves its top customers worldwide; and the organizational structure of U.S. publishing operations.

"There is tremendous change in our market," said Conlin. "One of our competitors has a new owner, our customers require new levels of service, the number of readers online is burgeoning—it's a very exciting time."

"With the best-known global brands, the richest editorial content and deep financial resources, IDG continues to be the company best positioned for the future," Conlin noted. "That's not to say we don't have to change and adapt to the market, but it means we can do so with confidence."

The briefing sessions come in the wake of a series of announcements by IDG. Over the last few months, the IDG Board of Directors and the IDG Executive Committee have been planning for the transitions most recently announced, including

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Extensive coverage planned

IDG World Update will provide extensive coverage of the informational meetings for the benefit of those who can't attend the sessions.

Schedule of briefings

May 21
Holiday Inn Crowne Plaza
1360 Worcester Rd.
Natick, Mass.
9:00 a.m.
(continental breakfast at 8:30)

May 25
Spectrum Gallery
511 Harrison St.
San Francisco
9:00 a.m.
(continental breakfast at 8:30)

May 25
InfoWorld
155 Bovet Rd., 1st floor
San Mateo, Calif.
2 p.m.

Network World clients tune in to virtual briefing

Interactive sessions educate audience on industry issues, seminar technology

PHOTOS BY HILLARY FREELEY

Network World's ***Bill Reinstein***, ***John Gallant*** *and* ***Colin Ungaro*** *participate in last month's first virtual technology briefing designed to help the company's clients keep abreast of emerging trends in the networking industry.*

Late last month, *Network World* launched the first in a series of quarterly virtual technology briefings for its clients and prospects designed to help educate them about emerging trends in networking.

Featuring *Network World* Senior VP and Editorial Director **John Gallant**, this first interactive session aired April 29 with 120 registered "attendees." Scattered across the country, attendees were tuned in via the Web and telephone to hear Gallant discuss some of the industry's recent mergers and how these rapid market changes can impact key networking audiences. During the hour-long program,

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Computerworld Norway earns design awards in annual competition

Computerworld Norway received three top prizes in the Norwegian Newspaper Publisher's Association's annual newspaper design competition. A first-time participant, *Computerworld Norway* took home a silver medal for a feature article design and two bronze medals: one for a front-page design and one for last September's redesign of the publication. Development Editor **Tom Helge Berglie** oversaw the redesign effort, which accompanied the newspaper's switch to a twice-weekly publishing schedule.

LAILA CARLSEN

Computerworld Norway staff whose work was honored in the recent competion includes (left to right): ***Kaja Langeland***, ***Bjørn Alm***, ***Henrik Ulrichsenm***, ***Gunn Felldal*** *and* ***Nard Schreurs***.

The judges' assessment of *Computerworld Norway*'s new layout and design read in part, "A specialized computer publication with a typical 1980s' layout before the redesign, *Computerworld* now appears in a new, late-1990s dress. ... Several changes have been implemented to lift the publication to a level well-suited to its content."

"This is great fun and a well-deserved honor for those who never see their byline in print but whose work is extremely important in drawing readers' attention and interest," said **Roar Nerdal**, editor-in-chief. "These awards are proof of *Computerworld*'s focus on quality and a great help in promoting our status in Norway's press community."

A total of four gold medals, 10 silver and 12 bronze medals were awarded in this year's competition, which drew a record 350 entries. An additional 21 contenders received honorable mentions. WU

IDG Books teams with AOL; announces mini editions

IDG Books is teaming up with America Online to produce a new series of books called AOL Press™. Current plans call for six to eight titles to be published within the first 12 months. The two companies are developing a long-term publishing strategy that will include books available both online and in print as well as titles available exclusively to AOL subscribers. IDG Books will continue to publish its own AOL titles including *America Online® For Dummies®* and *America Online® Bible*.

"We are planning a full range of books to help novices through experts access the wealth of information, resources, shopping sites, e-mail and other popular services and sites available on AOL," said IDG Books President **Steve Berkowitz**.

Separately, IDG Books also announced that it will license four titles to be produced under the Miniature Editions™ line of gift books from Running Press. Available in October, the palm-size books will include: *Miniature Editions™ Dating For Dummies®, Miniature Editions™ Fishing For Dummies®, Miniature Editions™ Gardening For Dummies® and Miniature Editions™ Golf For Dummies®.* WU

Briefings

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the appointment of Conlin as CEO and **Joe Levy** as head of the newly formed IDG Communications U.S. group. In his new capacity, Levy will handle operating issues associated with the U.S. publications, while Conlin will handle issues related to IDG's other business units. They will assume the responsibilities of COO Jim Casella, who recently left IDG to pursue other interests.

Conlin said that there are no plans at this time to name a new chief operating office for IDG. "Over the next few months, we will be asking our business unit managers for feedback on how the IDG Corporate Support Center can best serve them, and we will be reviewing what kinds of skills and services are needed on the Executive Committee to fulfill their needs operationally and strategically in the most cost-effective manner." WU

IDG Executive Committee

IDG Chairman **Pat McGovern**
IDG President and CEO **Kelly Conlin**
IDG VP/Finance **Jim Ghirardi**
IDG VP/Corporate Controller/Treasuer **Ted Bloom**
IDG VP, Business Operations and Legal Affairs **Kevin Krull**
IDG VP/Corporate Services **Marion Kibbee**

Q and A executive

Edith Holmes
The president and CEO of FCW Government Technology Group is this week's columnist. Part one appeared May 3.

FCW Government Technology Group, Inc. at-a-glance

Location Falls Church, Va.

Year established 1986

Number of employees 72

Publications *Federal Computer Week, civic.com*

Events Federal 100; Government CIO Summit; Advanced Information Technologies for Government; GovTechNet International Conference and Exposition, in partnership with the Armed Forces Communications and Electronics Association

Web sites fcw.com and civic.com

Most recent accomplishments
- Published successful editorial supplement on security technologies and issues.
- Delivered research report on corporate competitiveness of 93 companies in the federal IT market.
- Sold out this month's Government CIO Summit.
- Introduced e-mailed headline newsletters.
- Raised more than $33,000 in a charity event for underprivileged youth.

Q How does FCW Government Technology Group plan to keep bringing in revenue in the face of corporate downsizing and mergers?

A And the growing strength of the Web? Strategies open to our company and other IDG business units include diversifying our product lines to include information delivered through a variety of media and services. We can also investigate broadening our business base, both in terms of audiences and companies that want to reach them. In addition, we must aggressively explore and exploit the shift from print to online of information acquisition by our readers and marketing communications by our advertisers. At the same time, we cannot neglect the fundamentals of our business: we must continually prospect for new customers.

Q We have all had to learn to do more with less. How does a business unit isolated as FCW is geographically and by product line leverage the strength of IDG?

A In several ways: We have contributed to and leveraged the strength of IDG by participating in corporate-wide paper and printing deals. FCW has used IDG lists to build circulation for *civic.com* and attract attendees to our GovTechNet International trade show this June. Our online advertising has grown through work with IDG.net and GWAN. We have enjoyed association with and added value to IDG's collaboration with CNN Interactive.

Q How do you think the U.S. government is doing in achieving Y2K compliance?

A We have seen the level of concern peak in Washington and in state governments across the country. The focus has shifted to the interfaces between federal and state agencies and their private sector and local and foreign government business partners. For example, the Treasury Department's Bureau of Alcohol, Tobacco and Firearms has completed its internal Y2K review but worries that the thousands of beer distributors in the U.S. will not be ready come Jan.1 to make their biweekly electronic tax payments to federal coffers.

Q Does FCW collaborate with IDC?

A We have teamed very little with IDC. Research on the government market is quite different from research on the IT market overall. The information companies in our market find valuable tends to be about buying plans and process rather than technologies. Further, most research companies, including IDC, fail to break government out as a critical IT market segment. We find we have to conduct market research independently.

Q Tell us more about one of your more secretive columnists, Bureaucratus. Why do you have "someone" like that on staff? Has the elusive reporter ever stirred any controversy?

A Bureaucratus does exist, though he looks nothing like the drawing that accompanies his column. Today a retired federal official, he was employed by a cabinet-level agency when *Federal Computer Week* launched 12-plus years ago, hence the initial need for anonymity. He brings to his column in every issue of the newspaper experience borne of 30 years of public service. Bureaucratus deals with bread-and-butter federal employment issues and, as a result, has consistently been one of *FCW*'s best-read features. He has a loyal following among our subscribers and is frequently controversial. A recent case in point is his April 12 column arguing that federal managers should not be paid overtime. A representative sample of reader reaction filled our letters column in last week's [May 3] issue.

Q Many of IDG's U.S. publications are struggling to pull in advertising dollars this year. *FCW*'s market share vis-a-vis its main competitor is strong, but we're doing significantly worse than last year and are off plan. What can be done to combat this trend, and how serious is it for IDG?

A The downward trend in U.S. print advertising has the potential to be quite serious for IDG as information distribution moves first in this country to an Internet-networked world. It is imperative that we capitalize on online opportunities and develop economic models that can balance the shortfalls we are seeing in our core business.

IDG's workforce will have to be exceptionally creative and flexible to respond to this shift in the market. We have the collective talent to effect this degree of change.

Edith Holmes can be reached at eholmes@fcw.com.

IDG Sweden establishes in-house business school f

How do you set up a sales call? How do you act during a sales call? How do you build a long-term relationship with a client?

These are just some of the sales-related topics currently being explored by the first 10 participants in IDG Sweden's newly created IDG Business School (IDGBS). The students began classes last September and will graduate this December. Classes are eight hours long and are held twice monthly during the regular work day.

"We want to create businesspeople instead of salespeople," said **Mats Ericsson**, manager of IDGBS, who noted that the ultimate goal is to create the best sales team in the Swedish media arena. The company's sales force now numbers 60. "[We want] more sales calls, positive sales results and to give the students a chance to advance their careers."

The IDGBS course material was designed and organized by Ericsson and Human Resources Manager **Per Bowallius** with the help of Trainator (www.intermezzon.se), a sales-training company that Ericsson used before he came to IDG Sweden. While Trainator staff are the primary instructors, various IDG Sweden managers also contribute, including Ericsson, who serves as IDG Sweden's "sales coach," and Marketing Director **Magnus Wallén**.

Ericsson said the difference between IDGBS and another in-house training program, the IDG Sweden Publishing School (see sidebar), is that IDGBS' focus is strictly on sales. "'Even' sales people have to learn and improve," said IDG Sweden General Manager **Bengt Marnfeldt**. "The time and effort we invested in the IDG Publishing School has really paid off, and now we're trying the concept on the sales staff."

The Business School is open to employees who have been with IDG Sweden for at least a year and demonstrated positive sales results, enthusiasm and the will to become better salespeople. While the course offers a back-to-basics review of selling fundamentals, its main mission is to educate the sales team to sell not just a single product but rather IDG Sweden as a "media house" that offers a range of marketing solutions. "That takes a lot of preparation and skills since it's a lot of ground to cover," Wallen noted.

IDGBS begins by interviewing the students to test their selling abilities and then moves on to course work on the corporate Swedish marketplace, investigating the IT market leaders and how they compete. They also analyze companies that have a big potential to grow and increase sales by investing in integrated marketing.

The group discusses sales challenges they're experiencing and also analyze case studies that run the duration of the training program, such as how to increase the number of products sold to clients (i.e., print advertising, online opportunities, events, etc.) Other subjects covered include the IT marketplace, the Swedish media scene, media planning, how creative agencies operate, and 'tactical' training – how to act before, during and after a sales call, and how to support and keep a good client.

"A professional sales executive needs to adjust to where in the sales process he or she is, know what kind of relationship he or she has with the client, the size of the company and the client's customers. We are not only striving for a long-term relationship between salesperson and client but also a natural relationship within IDG Sweden's different departments," Ericsson said.

To achieve that IDG relationship, Ericsson said that members of other IDG Sweden' 15 magazines and divisions, such as expositions, seminars and direct marketing, visit the class and talk about their clients and how IDG might generate more business from them. "The focus is how we can help the client to sell more product and strengthen their brands by using all of our different services," he noted.

"My objective with this course is to fulfill my ambition to become a professional businessman," said Sales Representative **Per Westerberg**. "We learn how to work with fewer clients while establishing

continued on next page

Quick tips on how to support and keep a client

- Understand and follow the client's market/s, competitors.
- Don't just visit the client when you want to close a deal.
- Try to be involved in an early stage in the planning of the client's campaigns.
- Don't be afraid to criticize the message or the creative in a campaign if you think it's wrong.
- Discuss the outcome of the client's campaign.
- Report and discuss the client's competitors' marketing activities.

Swedish staff grounded in publishing basics

For more than three years, IDG Sweden has provided in-house training on the myriad facets of publishing through the IDG Sweden Publishing School. Loosely modeled on the annual IDG Publishing Institute and taught primarily by IDG Sweden staff, the seven-day course spans a three-month period and focuses on seven areas:

- How to promote a new magazine/design a marketing plan.
- Planning an issue/art and design.
- Journalistic ethics.
- The production process.
- Creating a budget.
- Personnel management.
- Selling a magazine concept to a potential investor.

Participants are divided into three groups, each of which collaborate on a project to develop a magazine proposal. During the final session, the groups present their proposals to a panel of judges who decide whether or not they would invest in the publication.

Job Opportunities -May 10, 1999

Editor, Custom Publishing (CIO)
CIO's new Custom Publishing division is looking for an Editor. In this position you will conceptualize and plan the content of custom magazines or supplements. You will write issue plans with descriptions of the stories along with full directions for the writers. You will assign, review and edit stories, articles or reviews. You will supervise the writers, work with the art director on the art elements and oversee copyediting. Ideal candidates will have 5+ years publishing experience, with a background in journalism and information technology. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

On-line Account Executive (CW)
Computerworld's web site, Computerworld.com, is seeking a talented on-line sales professional to work in conjunction with our print advertising efforts and with the IDG.net network sales initiatives to continue our significant growth rate in on-line ad revenues. A critical component of this position is the close working relationship this individual will have with the national print sales team so that our sales efforts are completely aligned. Reporting to VP & General Manager of the Enterprise Business Solutions Unit, this individual will also work closely with the site team to help develop "beyond banner" opportunities and also on developing key alliances enabling Computerworld.com to continue to build its audience. The ideal candidate will have had successful ROP advertising sales experience and/or on-line sales experience, and possess and intimate knowledge of Computerworld's advertising and reader audiences. Strong communications and interpersonal sills are essential. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: kristen_mcisaac@cw.com

Research Manager (CW)
Computerworld is seeking a Research Manager, responsibilities include: spearheading the creation of research driven presentations for the sales force, analysis of syndicated research results and depending on qualifications, management of other members of the research team. The Research Manager will be required to present to customers and will have 3 - 5 years of market research experience in the media/advertising community and management experience. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Production Coordinator (IDC)
IDC's Publishing Technologies & Services Group is looking for an experienced publishing Production Coordinator to join our fast-paced consulting production team. Specific duties will include coordinating jobs between research consultants, editors and desktop publishers to produce presentations, reports and marketing collateral. Desktop publishing, proof reading and print buying experience are a must. Candidate must exhibit the ability to manage/coordinate/delegate multiple projects in a fast paced, deadline oriented environment while maintaining a high attention to detail and customer service. Qualified candidates must have 3 years experience in desktop publishing, and a minimum of 1 year project management/coordination experience. Must exhibit a proficiency with QuarkXPress and graphic design applications, as well as Microsoft's Office suite. Lotus Notes, Web editors, data-graphics experience and a Bachelor's degree are a plus. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

Research Manager, Semiconductor Group (IDC)
IDC's Semiconductor research group is looking for an individual to head our research in the consumer semiconductor markets. Understanding of consumer electronics trends, including equipment trends, system on a chip trends is crucial for this position. The individual will have superior analytical, communications, and leadership skills. Responsibilities will include market sizing, forecasting, market share statistics, competitive analysis, pricing analysis, and supporting our consumer application research. The successful candidate will have excellent verbal and written communication, be detail-oriented, and be able to work as a team member with other IDC semiconductor and electronic equipment analysts. At least 6 years of experience is required and electrical engineering experience is preferred. *Location: Mountain View, CA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Analyst, Internet & eCommerce Strategies (IDC)
IDC is looking for a Senior Analyst in the Internet & eCommerce Strategies Research program. This person will be responsible for the analysis of retail eCommerce in IDC's Internet & eCommerce program. The analyst will provide strategic advice and insight to vendors and users. Excellent skills in: research design and management, writing, public speaking, business development, and strategic thinking are required. Candidates should have strong knowledge of retail ecommerce trends, practices, technologies and standards. Note: this is a market analysis position, not a technical position. *Location: Mountain View, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Account Manager, IDC Australia (IDC)
The Asia/Pacific Account Manager will play an integral role in IDC Asia/Pacific's efforts to maintain market leadership, in achieving maximum revenue volume in the market for all of IDC Asia/Pacific's products, and in increasing the awareness of the IDC Asia/Pacific as the region's leader in Information Services on Information Technology products. The Account Manager will interact with the Sales functions of all IDC offices in the U.S., Europe and the AP regions, as well as interacting with all IDC Asia/Pacific product groups to provide total client satisfaction. Candidates must have at least two years successful quota carrying selling experience, familiarity with IT markets and players, the ability to work independently within high-levels of client organization, undergraduate degree or higher and strong communication and presentation skills. *Location: Sydney, Australia*
Contact: N. Hill, Fax: +852-2537-7347, Phone: +852-2905-4235, Email:idc_jobs@idc.com

Account Manager, (IDC Hong Kong)
The Asia/Pacific Account Manager, will play an integral role in IDC Asia/Pacific's efforts to maintain market leadership, in achieving maximum revenue volume in the market for all of IDC Asia/Pacific's products, and in increasing the awareness of the IDC Asia/Pacific as the region's leader in Information Services on Information Technology products. The Account Manager will interact with the functions of all IDC offices in the U.S., Europe and the Asia Pacific regions, as well as interacting with all IDC A/P product groups to provide total client satisfaction. Candidates must have at least two years successful quota carrying selling experience, familiarity with IT markets and players, the ability to work independently within high-levels of client organization, undergraduate degree or higher and strong communication and presentation skills. *Location: Central Hong Kong*
Contact: N. Hill, Fax: +852-2537-7347, Phone: +852-2905-4235, Email: idc_jobs@idc.com

Intranet Development Engineer (IDC)
This is a great opportunity to join our growing IT development group and help us build and maintain mission critical applications to support our fast growing business. We're looking for professionals with 3-5 years of IT experience, the last 2 in an object oriented development environment (C++, Java) with relational databases (Oracle preferred). The ability to work with end-users to develop requirements and rapidly provide solutions will be a key to success. This position is loaded with opportunities while working within a high performance IT team. Excellent communication and customer service skills as well as the ability to pick up new technologies are required. BS or equivalent. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Systems Administrator, Security (IDC)
IDC seeks a seasoned networking professional to help us architect, build and maintain our global Intranet. Using Novell Directory Services, BorderManager, public and private networks you will help us expand our services and create a more efficient and effective environment for our employees worldwide. The successful candidate will have at least 8 years of IT experience, the last 2 with Internet protocols, security tools and Intranet development. Experience with NDS and LDAP are required. Experience with BorderManager or another enterprise network security platform is preferred. This position is loaded with opportunities while working within a high performance IT team. Excellent communication and customer service skills as well as the ability to pick up new technologies are required. BS or equivalent. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

Business Development Manager (IDC Italia)
IDC Italia is seeking a Business Development Manager who will be responsible for developing new business within the user local market. Position requires 2 - 3 years of experience in Sales within the IT User Market, local customer relationships, and IT management at international level. Candidates should also be fluent in English, have the ability and desire to apply the entire spectrum of selling skills from cold-calling to high- level contract negotiations to ongoing customer service, be dynamic and enthusiastic and have strong written and verbal communication skills. *Location: Milan, Italia*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314 Email: idc_jobs@idc.com

Web master, IDC Nordic (IDC Nordic)
IDC is seeking a Web master/designer for our European Web sites. You will become part of IDC's European organization of more than 100 analysts, sales and marketing people and you will be directly responsible for further building IDC's European Web presence. Main responsibilities include: making IDC's Web presence in Europe a major success and a competitive advantage, establishing a Pan-European Web site and integrating this site to a number of European Web sites, implementing Web solutions using standard tools, templates and framework, helping defining IDC's future Web strategies. Professional experience required: good knowledge of the use of Web tools, experience in designing professional Web sites focused on information and communication in a multinational environment, marketing and/or sales experience, and fluency in English. *Location: Copenhagen, Denmark*
Contact: P. Anderson, Fax: +45-39-18-44-48, Phone: +45-39-16-22-30, Email: idc_jobs@idc.com

Account Manager (IDC Singapore)
The Asia/Pacific Account Manager will play an integral role in IDC Asia/Pacific's efforts to maintain market leadership, in achieving maximum revenue volume in the market for all of IDC Asia/Pacific's products, and in increasing the awareness of the IDC Asia/Pacific as the region's leader in Information Services on Information Technology products. The Account Manager will interact with the Sales functions of all IDC offices in the U.S., Europe and the AP regions, as well as interacting with all IDC A/P product groups to provide total client satisfaction. Candidates must have at least two years successful quota carrying selling experience, familiarity with IT markets and players, the ability to work independently within high-levels of client organization, undergraduate degree or higher and strong communication and presentation skills. *Location: Singapore*
Contact: N. Hill, Fax: +852-2537-7347, Phone: +852-2905-4235, Email: idc_jobs@idc.com

Regional Sales Manager (IDG Games Media Group)
IDG Games Media Group has an exceptional opportunity in New York City for a Regional Sales Manager to sell print and web advertising in the Eastern region, cultivate new business opportunities & expand existing accounts. This hands-on manager will supervise a Sales Associate and manage the territory for the GamePro publication in a satellite office environment. Requires 5 years proven ad sales experience and the demonstrated ability to provide superior customer service. Must be dynamic, self-starting, detail-oriented team player who excels in fast-paced, competitive & FUN sales environment. The ideal candidate will have worked in a consumer independent representative environment. *Location: New York, NY*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracey_nemiro@idg.com

Administrative Assistant, Subrights (IDG/B)
Providing support for the Subsidiary Rights Department, the ideal candidate should have outstanding project management skills, pay strong attention to detail, and be able to work independently. You will provide general office support, track travel budgets and revenue, and special projects. Minimum 1 year clerical experience, interest in international business, and proficiency in MS Word, Excel, and FileMaker Pro required. Must have an ability to handle multiple projects and be flexible and resourceful.
Location: Foster City, CA
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Payroll Manager (IDG/B)
As the liaison between the company and third party payroll vendors, you will be responsible for the entire life-cycle payroll process from data input through direct deposit, and tax filings. You will develop the procedures for and administer the preparation, documentation, and disbursement of all payroll checks, payroll taxes, and employee benefit payments through Ceridian. Must be able to plan and implement linkages with other systems and be proficient at report writing. Demonstrated expertise with development and use of relational databases. Requires BA/BS degree or equivalent, 4+ years HRIS/payroll experience in a windows based product (Lawson a plus). *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

International Sales Assistant (IGS)
The Sales Assistant will provide support to the Director of International Accounts in all administrative facets of advertising sales, to include client contact, servicing advertiser's needs and advertising schedules, calculating advertising quotes, liaise with international offices, clerical support, manage the client database and provide general administrative support to the DIA. *Location: Miami, FL*
Contact: E. Intriago, Fax: 305-262-6422, Phone: 305-262-585 x19, Email: elba_intriago@idg.com

Design/ Art Production Manager (IS)
The Design/ Art Production Manager will be responsible for handling the FTP'ing of files, tracking and post scripting of pages, and managing the technical and logistical aspects of magazine production. This individual will also be a liaison to the current Production Manager. The ideal candidate will have a minimum of 2 years experience in a publishing environment or related field, including proficiency in QuarkXPress. Familiarity with PhotoShop, Illustrator and QPS a strong asset. *Location: San Francisco, CA*
Contact: N. Chiala, Fax: 415-733-5403, Phone: 415-733-5470, Email: nicolec@thestandard.com

Jr. Designer (IS)
The Jr. Designer will be responsible participating in the design and mechanical production of The Industry Standard magazine editorial and promotional materials. Duties include but are not limited to design and dummy articles, promotional materials as assigned by the Design Director and within design guidelines determined by Design Director. Refine, revise and create graphics, figures and tables on the computer. Size and crop position photographs, technical art, figures and listings provided by the Art director and editorial staff. The ideal candidate will be a self starter with a background in magazine art design and excellent conceptualization talent and skills for developing editorial illustrations. Familiarity with QuarkXPress, PhotoShop and Illustrator. Ability to establish rapport and communicate effectively with staff. *Location: San Francisco, CA*
Contact: N. Chiala, Fax: 415-733-5403, Phone: 415-733-5470, Email: nicolec@thestandard.com

Researcher - Network/ Assistant Metrics Editor (IS)
The Network/ Assistant Metrics Editor will be responsible for expanding and updating the Network database and providing backup support to the Metrics Editor. Duties will include but are not limited to maintaining, editing, and updating the Network database through researching and contacting industry leaders or their representatives for up-to-date information. This individual will also assist in the compiling and analyzing of data for the metrics section. The ideal candidate will have strong analytical, quantitative and qualitative skills. Excellent written and oral communications skills. Knowledge of statistics and or/ comfort with mathematical calculations. Spreadsheet and database software skills would be a strong asset, as would writing experience.
Location: San Francisco, CA
Contact: M. Thompson, Fax: 415-733-5403, Phone: 415-733-5478, Email: maryannt@thestandard.com

East Coast Web Writer/ Editor (IS)
The East Coast Web Editor will be responsible for assigning, editing and writing Web news stories as well as assisting in other Web editorial functions and writing for the magazine from time to time. Duties will include but are not limited to editing news stories and e-mail newsletters, posting stories to the Web, assisting in the creation of on-line content packages, working with outside writers, and writing and reporting stories for both the Web and the print magazine. The ideal candidate will have a least 3 years experience working in a Web news environment. Excellent writing and editing skills and knowledge of the Internet economy are essential. The successful candidate must be comfortable with Web production software, but programming skills are not required.
Location: New York, NY
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Web Executive Editor (IS)
The Web Executive Editor will be responsible for planning and managing all Web news and feature coverage and overseeing all other editorial issues relating to the Web. Duties will include but are not limited to overseeing daily coverage; managing more than half-a-dozen email newsletters; managing the edit pieces of projects such as The Network, a database of industry leaders; working with the general manager of online in negotiating content and syndication deals and being the edit point person on site design issues. The successful candidate will also be a key member of the senior editorial management team that oversees both the Web site and the print magazine. Excellent editing and writing skills and an in-depth knowledge of the Internet economy and the Web is required. Ability to work well with others and manage inter-departmental teams in a demanding, fast-paced environment and supervisory experience is required. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Web News Reporter (IS)
The Web news reporter will be responsible for reporting and writing daily news stories for the Web on a general assignment basis. There will also be opportunities to write for the print magazine. The ideal candidate will have at least two years of business reporting experience, excellent writing skills, a strong interest in and knowledge of the Web news environment, and knowledge of the Internet business world. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

On-line Marketing Manager (Mac Pub)
The On-line Marketing Manager will be responsible for the execution of existing marketing plans, while contributing to the development of future strategies for all Mac Publishing on-line sites. Responsibilities include supplying the sales department with timely and accurate on-line sales tools and industry information, managing the on-line syndicated ad readership studies and secondary research information, as well as keeping track of costs. The ideal candidate is an initiative driven team player who has 3-5 years on-line marketing experience, excellent analytical, organizational, creative and communications skills; an in-depth understanding of on-line marketing, on-line advertising industry measurements, and multimedia publishing. Candidates should have some experience in promotions and PR as well as be proficient in Quark, PowerPoint and Mac OS. Knowledge or expertise in HTML, PhotoShop, Image Ready, or Illustrator is a plus. BS/BA/MBA preferred. *Location: San Francisco, CA*
Contact: F. Koe, Fax: 415-243-3592, Phone: 415-243-3677, Email: fkoe@zd.com

Sales Account Manager (PCW)
The Sales Account Manager will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining professional and consistent performance in fulfilling all sales goals. Areas of responsibility include regularly reviewing competitive media for advertising prospects, supporting the advertiser and/or their agency after the sale is made, generating call reports, and maintaining company credit clearance policies. Job qualifications required include prior experience in selling ad space for a computer publication contacts in the computer industry, and a proven track record. On-line advertising sales experience is a plus.
Location: Rochelle Park, NJ
Contact: W. Silverman, Fax: 201-712-9786, Phone: 201-587-7318, Email: wayne_silverman@pcw.com

Sales Account Manager (PCW)
The Sales Account Manager will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. Major areas of responsibilities include advertising prospects, customer support, report generation, file maintenance and credit clearance. Prior experience in selling ad space for a computer publication is required along with contacts in the industry. *Location: Los Angeles, CA*
Contact: B. Hanck, Fax: 310-312-8048, Phone: 310-312-8008, Email: bill_hanck@pcworld.com

Producer, TipWorld (2 Openings) (PCW OSG)
The producers will work closely with the Product Manager, Product Development Manager, and Editorial staff to develop, lay out and implement production and delivery of the TipWorld and Dummies Daily product lines. Requires the ability to format text and graphics for on-line display, developing and servicing advertiser areas, testing, copy editing and assuring quality control across all platforms and coordinating development of on-line areas across multiple platforms. The producer must have knowledge of HTML including the use of forms, tables, frames and some dynamic HTML. *Location: San Francisco, CA*
Contact: D. Fox, Fax: 415-974-7491, Phone: 415-267-1773, Email: declan_fox@pcworld.com

Assistant Editor, Features (PCW OSG)
This editor will assist in planning, researching, and editing original on-line features. You will write sidebars and other material as assigned; help repurpose print features for use on-line; assist in fact-checking and product ordering; meet with vendors; and attend trade shows. Must be familiar with PC hardware, software, and the Web. Must be able to handle a fast-paced environment with daily, weekly, and monthly deadlines. Bachelor's degree or equivalent work experience required. On-line experience is a plus.
Location: San Francisco, CA
Contact: S. Fox, Fax: 415-442-1981, Phone: 415-978-3210, Email: steve_fox@pcworld.com

Assistant Editor, Reviews, On-line (PCW OSG)
This editor will assist in planning, researching, assigning and editing original on-line reviews. You will write reviews and sidebars; work on the top 400 reviews section, including repurposing print articles; update pricing and specs; cover beat area; and attend trade shows. Must be familiar with PC hardware, software, and the Web. Must be able to handle a fast-paced environment with daily, weekly and monthly deadlines. Bachelor's degree or comparable work experience required. On-line experience is a plus.
Location: San Francisco, CA
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Associate Editor, Here's How (PCW OSG)
This editor will plan, research, assign and edit original how-to articles; write articles and sidebars as assigned; check articles for technical and factual accuracy; repurpose print how-to articles and columns for on-line, augmenting as needed; meet regularly with vendors; and attend trade shows. Must be familiar with PC hardware, software, and the Web. Must be able to handle a fast-paced environment with daily, weekly, and monthly deadlines. Minimum of 2 years journalism experience required. On-line experience is a plus. *Location: San Francisco, CA*
Contact: Y. Li-Ron, Fax: 415-442-1891, Phone: 415-267-4587, Email: yael_li-ron@pcworld

Associate Editor, Reviews (PCW OSG)
This editor will plan, research, assign and edit original on-line reviews; write articles and sidebars as needed; work on the top 400 reviews section, including repurposing print articles; meet regularly with vendors; and attend trade shows and press conferences. Must be familiar with PC hardware, software, and the Web. Must be able to handle a fast-paced environment with daily, weekly and monthly deadlines. Minimum of 2 years journalism experience required. On-line experience is a plus. *Location: San Francisco, CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Copy Editor (PCW OSG)
The Copy Editor would be responsible for the copy edit content to appear on OSG web site, post daily news; review on-line version of monthly print edition and assist with production of on-line-exclusive features. This job requires at least two years experience in copy editing for a daily, weekly, or month publication. Solid knowledge of the Chicago Manual of Style and familiarity with email and the World Wide Web is also required. *Location: San Francisco, CA*
Contact: K Saccio-Kent, Fax: 415-442-1891, Phone: 415-978-3223, Email: kim_saccio@pcworld.com

Executive Editor, PC World On-line (PCW OSG)
The person in this position will plan, manage, and edit the home page of PC World Online. Supervise planning and execution of the features and how-to sections of the site to ensure high quality, frequent updates, and consistent on-time performance. Help recruit a stable of freelance writers and editors with technical and journalistic expertise, attend trade shows and meet regularly with vendors in assigned beat area(s). This requires excellent editorial skills, proven ability to manage a workgroup to deadline, and in-depth knowledge of the current PC market and the Web. Bachelor's degree in English or Journalism (or equivalent experience), A minimum of three to four years editorial management experience is also required. *Location: San Francisco, CA*
Contact: C. Baskin, Fax: 415-267-1739, Phone: N/A, Email: cathy_baskin@pcworld.com

Executive Editor, Reviews (PCW OSG)
The Executive Editor of Reviews responsibilities include planning and managing the review section of PCW Online; supervise planning and execution of all content for reviews section site including original on-line reviews. This person will work closely with the print magazine's Executive Editor to ensure that print and on-line reviews cover all appropriate products. This position requires excellent editing and writing skills and ability to manage a workgroup to deadline. In depth knowledge of the PC market and the Web is required along with a minimum of three to four years of editorial experience. *Location: San Francisco, CA*
Contact: C. Baskin, Fax: 415-267-1739, Phone: N/A, Email: cathy_baskin@pcworld.com

On-line Graphics Specialist (PCW OSG)
PCW OSG is looking for a Graphics Specialist to create distinctive illustrations, infographics, and graphic elements for PCW Online. Requirements for this position are high level of expertise in image-preparation applications such as PhotoShop, Illustrator and Web multimedia technologies (Macromedia Flash and QuickTime). Excellent illustration, visual problem solving skills and working knowledge of the Web authoring applications are preferred. *Location: San Francisco, CA*
Contact: R. Freed, Fax: 415-442-1891, Phone: 415-975-2677, Email: rebecca_freed@pcworld.com

Reporter/ Editor, News (2 openings) (PCW OSG)
PCW OSG is looking for 2 Reporters/Editors to propose and write daily news stories in the San Francisco office. They will meet regularly with vendors and attend press events/conferences so some travel is required. Additional requirements include strong writing and editing skills, working knowledge of computers and news reporting experience. Minimum of one-year experience on computer publication or on-line site is a plus. *Location: San Francisco, CA*
Contact: P. Watt, Fax: 415-442-1891, Phone: 415-975-2646, Email: peggy_watt@pcworld.com

Reporter/Editor, News (PCW OSG)
PCW OSG is looking for a Reporter/Editor to propose and write daily news stories. This person will meet regularly with vendors and attend press events/conferences so some travel is required. Additional requirements include strong writing and editing skills, working knowledge of computers and news reporting experience. A minimum of one year experience on computer publication or on-line site is a plus *Location: Boston, MA*
Contact: E. Bender, Fax: 617-426-0235, Phone: 617-482-2750, Email: eric_bender@pcworld.com

Senior Associate Editor, Features (PCW OSG)
This editor will plan, assign and edit features for PC World Online, including interactive elements like the ISP Finder. You will write articles and sidebars as needed; repurpose print feature articles for use on-line, revising and supplementing as needed; meet regularly with vendors; and attend trade shows. Candidates must have knowledge of PC hardware, software, and the Web. Must be able to handle a fast-paced environment with daily, weekly and monthly deadlines. A minimum of 4 years journalism experience and excellent editing skills required. On-line experience is a plus. *Location: San Francisco, CA*
Contact: S. Fox, Fax: 415-442-1981, Phone: 415-978-3210, Email: steve_fox@pcworld.com

Shareware Editor, On-line (PCW OSG)
This editor will find and place shareware files in FileWorld; choose daily files to highlight on site; write a weekly shareware story, highlighting topical files; design shareware suites for particular tasks; help fact-check and research other stories, as assigned. Must have extensive knowledge of PC shareware and the Web and be able to meet daily, weekly, and monthly deadlines. Must have good writing, editing and organizational skills and 2 - 3 years related work experience. *Location: San Francisco, CA*
Contact: Y. Li-Ron, Fax: 415-442-1891, Phone: 415-267-4587, Email: yael_li-ron@pcworld

Staff Editor, News (PCW OSG)
The Staff Editor, News will assist in assigning, editing and posting new stories. This person will also propose and write daily news stories along with developing news scoops. Two years professional journalism experience is required (preferably on a computer publication). Additional responsibilities include meeting regularly with vendors and attending press events/conferences (some traveling is required). Must be comfortable with pace of continuously updated news site; on-line experience preferred.
Location: Boston, MA
Contact: E. Bender, Fax: 617-426-0235, Phone: 617-482-2750, Email: eric_bender@pcworld.com

Test Analyst, On-line (PCW OSG)
The Test Analyst will test and evaluate hardware and software; set up products for testing; run performance benchmarks; execute test methodologies; organize, analyze and present results; and develop skills in designing new test methodologies. Must have strong expertise in PC systems, peripherals & software, including MS Windows. Must have good analytical and organizational skills. Expertise with MS Word and Excel a plus. *Location: San Francisco, CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Advertising Production Coordinator (2 openings) (PCW OSG)
Ad. Production Coordinators are responsible for posting ads on affiliated PC World Technology Network sites, monitoring on-line advertising campaign fulfillment, and generating accurate client tracking reports. These coordinators are expected to work with department staff and advertisers in a positive, organized and knowledgeable manner. Candidates must be able to work with numbers and high volume at the same time and have some knowledge of web publishing technology, including HTML. They should also possess good time management and communication skills and have solid experience with spreadsheets, databases and web publishing tools. *Location: San Francisco, CA*
Contact: E. Wayman, Fax: 415-974-7491, Phone: 415-978-3377, Email: erin_wayman@pcworld.com

Director of Sales and Marketing (The Webby Awards)
The International Academy of Digital Arts and Sciences is seeking a high-energy professional to head up Sales and Marketing operations for Academy events, including the highlight event, The Webby Awards. Individual will be responsible for working with the Producer/Creative Director and other members of the management team in developing and executing sales strategies and marketing efforts, and in building and maintaining key sponsor partnerships for various Academy events. The successful candidate will be charged with growing sponsor revenue, while establishing and maintaining influential relationships. Candidate must be a self starter, with high-level sponsorship sales experience in the high-tech industry, the emerging Internet economy, and/or consumer events. Experience in television broadcast sales strongly desired. *Location: San Francisco, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

"Wish you were here...

IDG Employee Referral Bonus Plan

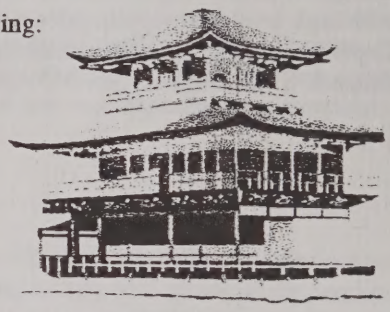
Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

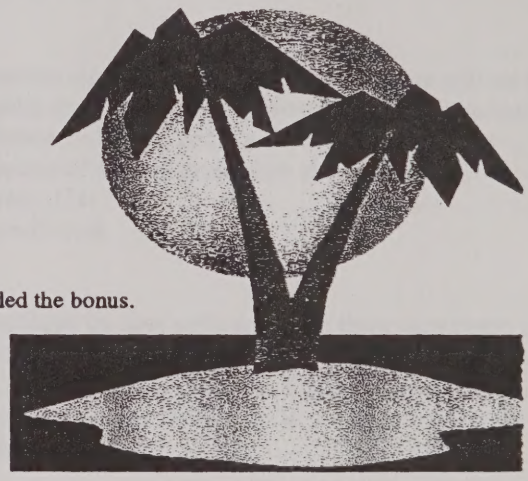
  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.



RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: **$500** **$200**

staff

ANDREAS EKLUND

IDGBS Class of '99: (from left): ***Madeleine Wallin, Caroline Bergengren, Jan Hales, Åsa Granqvist, Henrik Olsson, Annika Fors, Thomas Roos, Ingela Havaas, Per Westerberg*** *and teacher* ***Tomas Dreifaldt****. Not pictured:* ***Patrik Enell****.*

continued from previous page

much closer relationships to those clients. This we do by learning as much as possible about the client and the client's world, which allows us to find the best possible way for the client to reach his client. Already half a year after the start of this course, I have found that this approach works for my clients and for my own way doing business."

The next IDGBS will start this August. For more information, contact Mats Ericsson at mats.ericsson@idg.se. WU

SI site aims to build a community out of channel

Solutions Integrator is using its Web site to make the solutions integration channel a community.

<<www.solutionsintegrator.com>> was developed on the premise that solutions integrators – and the firms that work with them – are, indeed, a community. Launched April 1, the site aims to be a single place where integrators and organizations that have a vested interest in the enterprise technology integration channel can contribute ideas, learn from one another's experiences, collaborate on projects, determine best practices and build business relationships.

"The ability for community members to contribute content to the site will bring a whole new dynamic to the information that's available," said **Keith Newman**, publisher and CEO of *Solutions Integrator*.

To that end, the site is designed to offer readers numerous opportunities to contribute information. Currently, readers are posting white papers on the value of certain technologies and commentary on solutions to *SI* case studies. Others post community links to their company's Web sites, similar to an online business card.

"The meat of our discussion is in people responding to *SI* columns and the points of views of the editors," said **Courtney Moon**, *SI* marketing communications manager. "They're like Letters to the Editor but with immediate gratification and no filters. Our ideal use of the site, though, would be someone looking for x-y-z to help solve a certain problem and someone else writes back with the name of the company they need."

Catey DeBalko, *SI* director of marketing, said that one of the driving forces behind the community concept was "inclusivity not exclusivity. This site is open to everyone who has an interest or a stake in the solutions integrator channel — our core audience of solutions integrators, as well as their vendor partners, their enterprise customers, distributors, channel marketing firms and anyone else who can bring value to the SI channel. This community thrives when all the interested parties come together and create business relationships among one another."

"It's very different in theory from most of Web sites in that we don't push content at our online community," said *SI* Marketing Events Manager **Amanda Lawatsch**. "Our goal is to make the site self-perpetuating, with unmoderated content submitted directly from our readers. While our editors are heavily involved in posting content to the site, they aren't the only 'editors.' We're looking to the community itself to create content."

DeBalko said that the site gives the *SI* staff another way to reach it audiences. "Since we're a monthly publication, the site allows us more frequent interaction with our core audience and lets us learn more about the issues they are most concerned with. It also lets us offer more reach to our advertisers who target the solutions integration channel. And we're definitely using it to build circulation."

DeBalko said that, to date, there are more than 320 companies registered and that feedback has been very positive. "Discussions are beginning to build," she said. "Once people understand the mission of www.solutionsintegrator.com, they are compelled to join the community and begin sharing their knowledge with others."

DeBalko said that *SI* welcomes contributions from other IDG editors and publishers. "There is great synergy between solutions integrators who read our publication and enterprise customers who read the enterprise newsweeklies," she noted. "As the publishers who reach these audiences, we too have the ability to come together via the site and provide valuable information and insight to both parties." WU

Interactive site created challenges for development team at GlobalComm

The design and development of the new *Solutions Integrator* Web site was done by sister company IDG Global Communications. The project presented some unique challenges for the GlobalComm team, according to **Jeff DeBalko**, president of IDG Global Communications.

"First and foremost, the site was developed and launched in under three months, about half the time a site of this complexity would normally take," he said. "The *Solutions Integrator* team really wanted to go to market with something different, not just another 'me-too' media and content site." The added complexity of a highly interactive, community-driven site added to the challenge and the satisfaction of delivering what DeBalko said he considers one of the best examples of a true business-to-business Web site, not only at IDG but also in the high-tech media space.

From the magazine's side, *SI* Director of Marketing **Catey DeBalko** said, "Creating something new and different is always a challenge. The community concept is new to the channel, so it's a challenge to educate your audience and your advertisers about what you're trying to accomplish."

For information on the Web design and development services offered by IDG Global Communications, contact Director of Business Development **Pat Jones** at pat_jones@idg.com.

noteworthy people

Wong

Stein

Promotions

IDC Director/New Media Consulting **Michael Cousins** moves up to director, Desktop Consulting. "He will concentrate on overall direction of the group, client satisfaction and business development," said IDC Senior Vice President **John Gantz**. "I am particularly pleased with Michael's track record at handling complex, multinational projects, like one we did last year for a major printer vendor that involved consumer surveys in a dozen countries. Keeping a project like that on track and in line with client expectations requires skill."

PC World has restructured its ad sales department. Southwest Advertising Director **Bill Hanck** is now associate publisher/West; Eastern Advertising Manager **Wayne Silverman** is associate publisher/East; and Eastern Advertising Director **Bob Ostrow** is associate publisher/Advantage Marketing. "Bill and Wayne have distinguished themselves as excellent sales executives and excellent sales managers during their stellar careers with *PC World*," said *PC World* Publisher **Jeff Edman**. "This new structure will free them up to work with our sales team to build deep relationships with our biggest and most promising accounts and prospects. Bob was one of the principal architects of our 'PC Proficient Management' position, and his contributions to our book have been many over his 13-year career here. Advantage Marketing has resulted in almost $2 million in largely incremental business so far this year, and we're confident that under his leadership these important sales activities will only grow."

PC World's **Sandy Wong** has been named director of marketing. "Sandy started with us in late 1989 as an administrative assistant in the Ad Sales department," said *PCW* Publisher **Jeff Edman**. In early 1991, she become administrative assistant in the marketing department, working her way up to senior marketing manager. "Over the past year, PC World Marketing successfully coordinated our 1.2 million advertising rate base announcement and events, increased the awareness surrounding our magazine, and Sandy has personally authored our first marketing plan in three years," Edman said. "Further, our most current perception study, which surveys our advertisers and prospects, shows *PC World* is perceived as 'the best marketed publication' in our competitive set. Ours is easily one of the best marketing departments in the business and Sandy and her team deserve the credit."

PC World's **Kimberly Stein** has been promoted from copy chief to assistant managing editor. "Kim has shown a tireless devotion to high-quality editorial combined with an indomitable, can-do spirit," said *PCW* Managing Editor **Luis Camus**. "Add that to some complex cross-department coordination Kim has been excelling at recently, and I'd be hard-pressed to find a more perfect person to step forward as *PC World*'s new assistant managing editor. I've worked with Kim in different circumstances over the years. In each position, what has always struck me is her ability to find the ways and means to get things done and done well, despite limited people, money, and time resources. And she always seems to do it with great humor and a positive outlook."

New employees

IDG Conference Management Co. welcomes Executive Assistant **Brenda Kamrar**, who recently held a similar post at Cisco Systems. Brenda spends her free time hiking, working out, biking and playing pool.

Jennifer Lapio comes on board at IDC as a client service representative. She was last with Victaulic Company of America as a sales administrator. Jennifer enjoys the gym and taking care of her daughter.

The Industry Standard welcomes Web Production Assistant **Jennifer Marek**, who previously worked as a graphic services coordinator at Electronic Arts. She has a B.A. in studio art from Kenyon College in Gambier, Ohio. Outside the office she's the leading scorer for her soccer team and enjoys biking and "general silliness."

Returning employees

Amy Harris comes back to IDC as a research analyst with the Residential Telecom group. She was previously with Andersen Consulting's Communications division as a high-tech specialist researcher. She holds a degree in American studies/government from Smith College in Northampton, Mass., and enjoys home improvement projects, travel and reading.

Etc.

IDG Venezuela Country Manager **Peter Cernik** has been elected to the Board of Directors of CAVEDATOS, the Venezuelan chamber of IT companies. CAVEDATOS, which stands for Camara Venezolana de Empresas de Tecnologias de Informacion, is the official organization representing the interests of all Venezuelan and international corporations with offices in Venezuela, including hardware and software manufacturers and vendors, VARs, distributors, wholesalers and retailers. In 1997, Cernik convinced the members of CAVEDATOS of the need to have representation from the specialized IT media, and IDG became the first such organization to join its ranks. Cernik's recent election to the board of directors comes as recognition of IDG's efforts to promote the industry in Venezuela. Cernik originally joined IDG in January 1996 and was named country manager in January 1998.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Bob Wescott *Computerworld*

19
Christian Mahler *IDG Germany*

14
Gayle McElroy *IDG Australia*

11
Barbara Adamson *PC World*

9
Donna Vieraitis *InfoWorld*
Cathleen Gagne *Computerworld*

8
Marc Mikulich *IDG Books*
Claus Egge *IDC U.K.*

7
Nancy Jonathans *PC World*
Masato Tsuchiya *IDG Japan*

6
Carol Fountain *InfoWorld*
Gerald Wee *Computerworld Singapore*

5
Michael Lasky *PC World*
Adam Block *PC World*
Jim Battey *InfoWorld*

4
Jon Robinson *IDG Games Media Group*
Jan Vladyka *IDG Czech Republic*
Lisa Radler *PC World*
Carl Rosschou *IDG Denmark*
Ute Dorau *IDG Germany*
Wolfgang Leierseder *IDG Germany*

3
Sandra O'Boyle *PC World*
Daniella Mastin *PC Advisor*
Lothar Derichs *IDG Germany*
Nigel Woodward *IDG Australia*

2
Grace Woo *PC World*
Colin Lewellyn *PC World*
Lynn Van Duyn *IDG Books*
Christine Berman *IDG Books*
Søren Eskildsen *IDG Denmark*
Thomas Eberth *IDG Germany*

1
Bruce McCoy *IDG Games Media Group*
Marla Fuitman *Laurentian Technomedia Inc.*
Nancy Suess *InfoWorld*
Clair Edwards *IDG U.K.*
Mindy Lim *Computerworld Singapore*
Tessa Hoult *IDG Australia*

Please note: All anniversary information is to be supplied by individual business unit managers to *IDG World Update*.

Coming up

IDC 1999 Storage Perspectives
May 17
San Jose, Calif.
http://www.idc.com/events/sp99
Contact: Tammy Whidden
twhidden@idc.com

Government CIO Summit
May 23-26
St. Petersburg, Fla.
www.fcw.com/cio/ciohome.htm

PC World Global Product Support Center Meeting
May 26-28
Rome
Contact: Nancy Jacobs,
nancy_jacobs@pcworld.com

Vortex
May 27-28
Ritz-Carlton Laguna Niguel
Dana Point, Calif.
Contact: IDG Conference Management Group
650-312-0545
www.vortex99.com

GovTechNet International
June 15-17
Washington Convention Center
Washington, D.C.
www.govtechnet.com

Network World

continued from page 1

he also addressed issues surrounding virtual private networks and why a company might consider implementing one.

"We are thrilled to be able to offer this program," said **Evilee Thibeault**, NW's senior vice president and publisher. "Through this unique offering, marketers experienced virtual seminar technology first hand and also had the opportunity to interact with *Network World*'s Editorial Director John Gallant."

In addition, **Bill Reinstein**, senior VP, business development at *Network World*, and creator of the company's new virtual offerings, explained what virtual seminars are and how marketers can implement the new technology to reach customers worldwide.

Both Gallant and Reinstein addressed seminar attendees in real time while the presentations, created in PowerPoint, were viewed over the Web and listened to on the telephone.

Network World conducted polls during two of the three segments questioning the audience's involvement in mergers and acquisitions as well as their use of virtual marketing technologies today, and the results were tallied and reviewed in real time. During one 15-minute segment, attendees were able to call in and ask questions of both speakers.

Earlier this year, *Network World* launched a virtual seminar offering in which it produces custom tailored presentations for clients (*IDG World Update*, Feb. 8). To date, the company has produced seminars for Sterling Software, Xedia Corp., 3M and V-One Corp. It is currently negotiating with several more leading networking and IT vendors to produce and market custom virtual seminars for them.

Both online offerings are based on an advanced teleconferencing platform from Latitude Communications called MeetingPlace software. In March, Network World's virtual seminar application won the "Best Application of the Year Award" from the International Teleconferencing Association (*IDG World Update*, April 5).

For more information, contact Bill Reinstein at bill_reinstein@nww.com.

WU

Advertise in *IDG World Update Online*'s Marketplace section!

Selling a car? Looking to rent a vacation house? Announcing your wedding or your new bambino? Free classified ad space awaits IDG employees worldwide in *IDG World Update Online*'s Marketplace section at www.idgworldupdate.com or on Lotus Notes as part of the IDG Central database.

Send ads to world_update@idg and they will be posted online as soon as they're received. By the way, there's a great condo for rent in Hawaii with discounted rates for IDG employees. Check it out!

celebrating 10!

Name
Denise Perreault

Home
Blackstone, Mass.

Joined IDG
November 1988. I was hired as a switchboard operator for *Computerworld*.

Current title
Subscription Services Manager at *CIO*.

Most challenging part of your job
Trying to keep customers happy.

Best part of your job
Working with the best group of people I can imagine.

What's kept you at IDG for 10 years?
IDG's corporate values and the people.

Interests outside the office
Dancing, going out to eat and camping with my family.

Family
Husband Paul, and two daughters, Cheri, 6, and Kimberly, 4.

Most rewarding thing you've ever done
Got married and had two beautiful daughters.

What accomplishment at work are you most proud of?
The hiring of a exceptional assistant.

Best advice you've ever received
Whenever I'm feeling down, my husband always says, "Life is what you make it."

Dream destination
Right now it's Disney World. My family and I are driving there this weekend for the first time, and it's all I can think about!

Five people - living or dead - you'd invite to a dinner party?
My mother, father and brother who unfortunately are no longer with me. My sister and my husband.

*IDG Chairman **Pat McGovern** escorts CIO's **Denise Perreault** to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

First job
I worked at McDonald's.

If you won the lottery tomorrow, you would
Depending on how much money I won, I would help my close friends purchase homes, cars or whatever they may need. Then I would spend the rest of the money living very, very happily!

Manager's profile
"Denise has been keeping our *CIO* subscribers happy for the past six years, a feat that anyone involved in customer service knows is not easy. I have received numerous letters over the years from our readers praising her abilities. She is respected and liked by her peers and colleagues and is an integral part of our team. I would be lost without her."

--Carol Spach, vice president, circulation

Address change

New address for IDG Books in New York City:

IDG Books Worldwide
900 Third Avenue
17th Floor
New York, NY 10022

Tel: 212-381-4500
Fax: 212-381-4501

EXECUTIVE SUITE® by William Wells & Jack Lindstrom

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I WAS THINKING OF PUTTING ON A NEW ROOF AND MAYBE A BAY WINDOW.
LET ME CHECK.
THERE'S A GENTLEMAN INQUIRING ABOUT THE AVAILABILITY OF A CUBICLE IMPROVEMENT LOAN.
BIGBANK LOAN DEPARTMENT YOU NAME IT... WE GOT IT.
LINDSTROM/WELLS 3-13

IDG **WorldUpdate**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

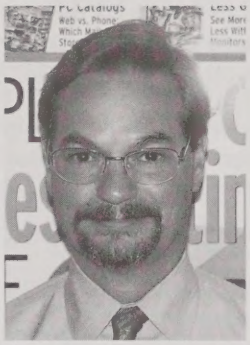
Management team will lead PC World Communications

Following last week's resignation of PC World President and CEO **Rich Marino**, who has been named to the newly created position of president of CNET, IDG Communications U.S. President **Joe Levy** has appointed a four-member management team to lead PC World Communications, Inc. The PC World Office of the President will comprise **Jeff Edman**, publisher; **Phil Lemmons**, VP/editorial director; **Vicki Peilen**, newly promoted chief operating officer; and **Richard Willoughby**, VP, human resources. "Together, this group of highly capable individuals has more than 40 years of experience at PC World and more than 100 years in their respective fields," noted Levy.

Nancy Jacobs, who has served as assistant to the CEO for four years, will remain the primary internal IDG liaison for communications with the PC World President's Office and the PC World Global Product Support Center. The PC World President's Office will report to Levy.

"I'm looking forward to working with Vicki, Jeff and

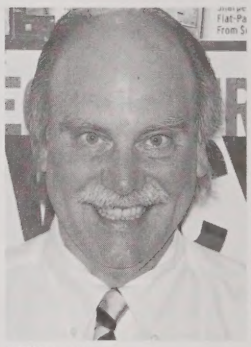
continued on page 5



Edman

Lemmons

Peilen



Willoughby

PHOTOS BY IDG WORLD UPDATE

Windows 2000 event slated for San Francisco

IDG World Expo last week announced it will produce the world's first Windows 2000 Conference and Expo, which will be held Feb. 14-16, 2000, in San Francisco.

According to IDG World Expo President **Charlie Greco**, IDG is responding to the industry's need for a more comprehensive technical and educational program about Windows-based enterprise products and applications. As a result, the conference portion will focus on in-depth technical and educational topics regarding adoption of the Windows 2000 operating system and how it will impact business desktop, server and mobile offerings in the future.

To organize the conference, World Expo has formed an exclusive partnership with The Worldwide Association of NT User Groups.

The exhibit portion of Windows 2000 will feature only Microsoft Corp. partners that are adopting, using and building on Windows-based enterprise technology.

To learn how IDG publications can sign on as media sponsors, or for more event details, contact Marketing Manager **Debbie Strauss** at debbie_strauss@idg.com, or go to www.windows2000expo.com.

Venue change for IDG employee briefing in San Mateo

Details on page 2.

PCtip looms large in small Swiss market

It started as a newspaper supplement that ran 10 times a year. Three years ago it became a stand-alone monthly publication. Now, fresh from celebrating its fifth anniversary last month, IDG Switzerland's *PCtip* continues to prosper by cultivating a close relationship with subscribers. Seventy percent of the respondents to a recent reader-satisfaction survey rated *PCtip*'s content as "good," with 24% rating it "very good."

Tip team: front row (l-r): ***Manuela Van Audenhove****, marketing;* ***Nico Ferraris****, intern; second row:* ***Sonja Wunsch****, editor-in-chief;* ***Anne Kittel****, editorial assistant;* ***Simone Luchetta****, editor; third row:* ***Michael Spittler****, editor;* ***Jürg Reimann****, technical editor.*

By way of explaining the nearly unanimous approval rating, *PCtip* Editor-in-Chief **Sonja Wunsch** noted that "being a small homegrown product, we can create much more of a family feeling than other larger, imported titles, and we can focus on users and their problems, which is greatly appreciated by our readers. Also, we try to react in a positive way to every letter we receive. We try hard to provide feedback, even if it's just a short note or directing people to our Web site [www.pctip.ch] for more information."

"*PCtip* a niche product," Wunsch continued. "We

continued on page 5

in brief newsworthy

Macworld launches comprehensive online buyer's resource

Macworld last week announced the debut of MacBuy.com, an online purchasing service for Mac consumers. MacBuy.com (www.macbuy.com) combines lab-based product reviews by *Macworld* editors with the purchase capability of the industry's top online authorized resellers including MacMall, MacWarehouse and MacZone.

The MacBuy.com infrastructure was developed with Apple Computer's WebObjects technology to provide product information tailored to each user's needs. "WebObjects gives us the unique capability of serving information from a variety of sources, which allows MacBuy.com to offer the most complete shopping service to the Mac community," according to **Anne Foley**, Macworld VP of production.

Products featured on MacBuy.com have been evaluated by the editors of *Macworld* magazine and tested in the Macworld Lab. MacBuy.com's reseller partners provide updated pricing daily allowing consumers to comparison shop. Users can search for information by product category, vendor or product name, *Macworld* "mouse" ratings (a five-point scale) or price.

"MacBuy.com is designed to help Mac consumers make the right purchase decisions, the first time, by offering quality advice, backed by Macworld Lab reviews and timely pricing," said **Jeff Pittelkau**, *Macworld* technical director. "It's a one-stop, interactive center helping consumers through the entire purchase experience from information gathering, to purchase decision, to after-purchase support." he added.

MacBuy.com combines Macworld reviews with the latest pricing from resellers in the Mac market.

In addition, MacBuy.com features include:

- Pick of the Day: top-selling products selected by Macworld editors for their mass appeal or groundbreaking features.
- Readers Choice: MacBuy.com staff count how many times each site visitor views each product's review and pricing information page. Each morning, when the site is rebuilt, a new list is posted.
- How to Buy
- Pricing

Unlike other sites, MacBuy.com does not use spiders to obtain its pricing information. The latest prices come directly from authorized resellers daily for faster download and reliability.

"Partnering with only premier Apple authorized resellers gives MacBuy.com the advantage of providing its readers with accurate and timely pricing information," said **Matt Sweeney**, *Macworld* group publisher. "MacBuy.com's initial sponsors will be able to leverage their valuable positions as the site continues to grow and future partners are added," Sweeney added.

For more information, contact **Sharon Sanderson** at sharon_sanderson@macworld.com. WU

New location for employee briefing

The IDG Employee Briefing Session orginally scheduled for 2 p.m. on May 25 at InfoWorld in San Mateo, Calif., has been relocated to:

San Mateo Marriott
Golden Gate Ballroom B
1770 South Amphlett Blvd.
San Mateo, CA
Tel: 650-653-6000

The other two briefing sessions will be held as scheduled: on May 21 at the Holiday Inn Crowne Plaza in Natick, Mass. (9:00 a.m.) and May 25 at the Spectrum Gallery in San Francisco (9:00 a.m.). A buffet breakfast will be available at both locations at 8:30 a.m.

PC World

continued from page 1

Richard, and I believe the arrangement can work because Rich Marino always gave us great latitude to run our departments and allowed us as members of the *PC World* management team to participate in most decisions," Lemmons said.

"The 'let's try it' attitude is one of IDG's corporate values," Edman said. "We're pleased that IDG had the confidence in our management team to approve this new arrangement, which I personally endorse wholeheartedly. Because of the great people who work here, *PC World* is, and will continue to be, the undisputed leader in its field. As a team, we intend to reach even higher goals, through editorial awards, circulation growth and advertising market share gains." WU

New address in Chile

The publisher of *Computerworld Chile* and *PC World Chile* has relocated to the address at right. Phone and fax remain unchanged.

Publicaciones en Computacion, Ltda.
Casilla 13220
Correo 21
Santiago, Chile

Tel: +56-2-204-7677
Fax: +56-2-204-7245

Media Metrix ranks IDG sites

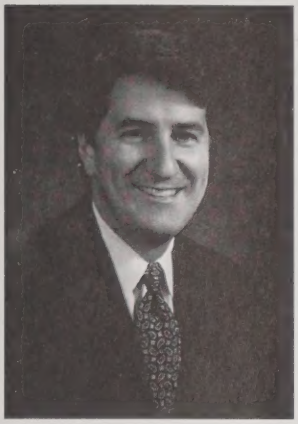
InfoWorld's and *Computerworld*'s Web sites were among the top 10 sites with the highest audience composition of at-work Internet users, according to a recent study by Media Metrix.

During the month of February, Infoworld.com was ranked No. 7 and Computerworld.com was ranked No. 10. The top three sites were Bell Atlantic (bellatl.com), Novell (novell.com) and Federal Express (fedex.com).

Another Media Metrix study pegged IDG.net at No. 43 among the Top 50 Digital Media/Web Properties for March, which measures combined "at home" and "at work" usages. IDG.net drew 3,308,000 unique visitors during March. WU

executive Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



Part of our new online initiatives will be the systematic development and deployment of new Web-based tools, services, interfaces and approaches to the presentation of content designed to focus not on overwhelming volume of content, but instead on the addition of value, utility, and depth to information.

Q **IDG is integrating its marketing and sales efforts, but won't the ability to offer integrated products depend on having integrated products? What changes will IDG make to move away from today's widely decentralized model?**

A There are really three levels to the integration you refer to from the customer's perspective.

First, every marketing campaign begins with a target audience, with examples being senior IT managers in Fortune 1000 companies, or computer-savvy business managers, or networking professionals. The vendor is typically interested in reaching that audience in a variety of media, such as print, online and events.

Our most successful business units serve their audience with each of these media, allowing the customer to target the audience with an integrated program — a program that stretches across multiple media. For example, if the customer's target group is CIOs, then CIO Communications can develop a fully integrated program that includes publication advertising, special programs on its Web site, conference participation, custom publishing programs — a turnkey solution that effectively reaches the intended audience very efficiently and effectively.

Second, some marketing campaigns have multiple targets, so the vendor is interested in building an integrated program across IDG business units. We focus on making it easier for customers to build an integrated program using multiple business units, and in fact **Joe Levy** has been tapped to lead this effort, particularly in the U.S. In the last year, we have seen a tremendous amount of progress in collaboration between business units in delivering these integrated programs — there are many success stories — and Joe will in fact be enhancing these programs and continuing to refine our ability to deliver turnkey, integrated solutions for customers.

Third, some marketing campaigns have global targets, where the vendor wants a global solution using IDG resources. These can be both exciting and complex, and this is where IDG has the strongest advantage. Here, too, we have a series of successful case histories, but we are also focusing on improving our ability to build and deliver global solutions.

In all of this, it is important to make the distinction between integrating our products for the benefit of our vendors (selling multiple products in a single program) and the need for our products to stay distinctly focused on their particular market and not become "integrated" by homogenizing the content of the information we provide.

Q **The article about IDG in the April 16-22 *Boston Business Journal* says that you "want to strengthen the company's research and development department" which is "trying to develop easy-to-use tools and interfaces for the Internet." What is this all about?**

A Throughout its history, IDG has built media products designed to add analysis, depth, learning and value to information about the IT marketplace. Despite the great proliferation of content on the Web, there have been relatively few real innovations in the delivery of high value-added content and context to the readers that IDG's publications target.

Part of our new online initiatives will be the systematic development and deployment of new Web-based tools, services, interfaces and approaches to the presentation of content designed to focus not on overwhelming volume of content, but instead on the addition of value, utility and depth to information. Examples might include next-generation search functionality, natural language question-and-answer systems and other tools.

The key point is that IDG's brands on the Web will stand not only for the best, highest-quality, fastest-delivered, and most useful content, but also for information and advisory services that transform how our readers understand — and get value from — the content we create.

Questions for the Executive Q&A column should be sent to world_update@idg.com. All queries will be forwarded anonymously to the appropriate columnist.

PC World team pulls together to land multimillion dollar, 12-month marketing deal with Fountain

"A phenomenal team effort" by its print, online and Advantage Marketing groups led to *PC World* last month signing a $2.8 million marketing deal with Fountain Technologies, Inc. and its subsidiary companies, which include Quantex, seller of direct servers, desktop and notebook systems.

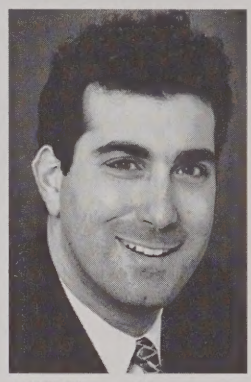
According to *PC World* Associate Publisher/East **Wayne Silverman** who spearheaded the contract, the deal is for multiple-page run-of-book advertising in every issue for the next 12 months and a continual custom-designed online program designed specifically with Fountain's business needs in mind. "I believe this is the largest advertising media partnership contract that Fountain has ever signed," he said. "I believe it's the most comprehensive collaborative marketing partnership *PCW* has signed that combines print, online and custom publishing."

"We've matched up *PC World*'s resources with Fountain's goals," Silverman said. The May issue of *PC World* has a four-page advertorial promoting Quantex's Real Server line. This is tied to an interactive online version of the same, along with a buying-trends survey of online viewers and a sweepstakes.

Silverman said he will bring in *PCW*'s Advantage Marketing team, which handles the magazine's custom publishing and alliance partners (see sidebar at left), to interview Fountain's CEO, its product and marketing teams, as well as Fountain's and Quantex's partners, such as Intel, Microsoft and 3D Effects. The group will then design the custom advertising sections and online promotions around the goals set for the individual advertorials. "It's a complete turnkey solution," Silverman noted.

As part of the package, Silverman said, "we're licensing them *PC World* editorial content — any review or feature that's been in the magazine or online or in TipWorld – for use on both the Fountain and Quantex Web sites. This brings value to their sites for their readers and potential customers." Silverman claimed that both firms would be able to lower their costs of customer acquisition and service since customers won't have to stay on the phone asking questions when they can read the *PC World* editorial on the Fountain sites.

On the day an issue of *PC World* with one of Fountain's advertising sections is published, *PC World* will promote the online interactive version of that advertorial with the sweepstakes through all of the PC World Technology Network, including the 3.2 million copies of TipWorld's 95 daily electronic newsletters that go to more than a million unique subscribers. The sweepstakes winner, who will be chosen by a random drawing, will receive a Quantex notebook computer.



PCW's ***Wayne Silverman*** *credits a "phenomenal team effort" for the $2.8M deal.*

"We have limited space in print," Silverman said, "but online we have unlimited space. We've added hyperlinks to the online version and given it much more content. Everything written about in the story can be linked to other sites for further information."

Silverman said that the magazine will also take the online version of the advertorial with all the hyperlinks and add it to the quarterly CD-ROM polybagged with the newsstand edition of *PC World*.

"Now there's a template in place for *PC World* to go to market and promote this partnership marketing with other clients," Silverman said.

He also noted that this was a collaborative effort. He, National Account Manager **Gabrielle Green** and Associate Publisher/Advantage Marketing **Bob Ostrow** worked with Fountain and each subsidiary to help them see that their dollars were better invested in a partnership with *PC World* and IDG than spreading them thinly across the market. Together, Silverman, Green and Ostrow coined the project "FountainWorld" and "Partners To The Next Millenium."

According to Silverman, Quantex had recently stopped advertising in *PC Magazine* and *PC Computing*. "Because *PC World* has delivered more than just ad pages and we've delivered solutions, *PC World* is now their preferred partner. If Quantex ponies up more money we'll run this advertorial in one of our partner IDG business unit's publications. In fact, we are currently discussing with Fountain and *InfoWorld* the possibility of running Quantex's Real Server advertorial in *InfoWorld*."

For more information, contact Wayne Silverman at wayne_silverman@pcworld.com or via telephone 201-587-7318 or go to: www.pcworld.com/advertiser_section/realserver/. WU

Taking advantage of the market

PC World's Advantage Marketing division goes beyond traditional advertising to provide its clients with customized marketing. Clients can choose from the following:

- **Special advertising sections**. Clients join with related companies to participate in themed special sections in *PCW*. (A recent Harvey Research survey says that 74% of surveyed readers recall seeing special advertising sections, and 31% read them.)
- **Single-sponsor special sections**. In these, one client controls the entire message.
- **Custom publishing**. The division works with clients to create white papers, custom booklets and newsletter inserts to *PCW*.
- **Alliance publishing**. *PCW* editorial is reprinted as special advertising sections in *Newsweek*. *PCW* also produces *Computers Made Easy* magazine in a joint venture with *Family Circle*.

Also, *PCW*'s recent exclusive, one-year agreement with Office Depot to excerpt the magazine's editorial and monthly Top 100 product reviews for point-of-purchase displays and a variety of in-store signage was crafted by the Advantage Marketing group (See *IDG World Update*, "PC World signs exclusive marketing deal with Office Depot," April 5).

For more information about the PC World Advantage Marketing division contact Associate Publisher/Advantage Marketing **Bob Ostrow** at bob_ostrow@pcworld.com.

Job Opportunities - May 17, 1999

Administrative/Fulfillment Assistant (CW)
Computerworld is seeking an Administrative/Fulfillment Assistant for our busy Circulation department. The position is responsible for all aspects of customer interactions related to our weekly newspaper including handling customer inquiries, back issue sales, and complaint research and resolution. Additionally, you will assist the fulfillment manager with executing and monitoring the myriad services and functions performed by our service bureau. The ideal candidate communicates clearly and professionally in person and in writing and possess good problem solving, organizational and detail tracking skills. Superior customer service skills required with high-level customer care experience. The ideal candidate will have a can-do attitude with an eye for detail, and be extremely comfortable working with numbers. Candidates must be able to work well independently and in a team environment. Must be proficient in Microsoft word, Excel and Lotus Notes. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: kristen_mcisaac@cw.com

Copy Editor (FCW)
FCW seeks a detail-oriented copy editor/page designer with 3-5 years of experience to join a four-person copy desk. This individual will be responsible for a weekly newspaper, a monthly magazine, special supplements and on-line content. Proficiency in QuarkXpress 3.3 on a Mac and flexibility in work schedule are essential. Must have Journalism or English background and be an AP style wizard. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Business Manager (FCW)
Primarily responsible for financial management of the company. You will work with functional and product managers to develop the fiscal year budget and monitor its execution. Also oversees day-to-day operations, managing administration and information systems functions in addition to finance (approximately six positions). The ability to work on multiple projects and set priorities is essential. Finance or accounting degree required with minimum 4-5 years financial management experience. Experience should include managing a company P&L, budget development, financial analysis and forecasting skills. Knowledge of information systems and facilities management also required. Prior experience in the publishing industry helpful. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Product Manager (IDC)
IDC seeks a seasoned product manager to oversee the company's growing portfolio of global research services. The successful candidate will be responsible for managing IDC's worldwide product offerings; IDC's product review, approval and launch process and web-based product catalog. This person will lead IDC's product management workflow and process design; proactively assist dozens of entrepreneurial business-line managers to ensure products are properly positioned, named, packaged and priced; inform the worldwide sales force of new products; and manage the company's product catalog. Successful candidate must demonstrate solid experience in product management and concensus-building across several functional areas of an organization, including business line management, marketing, sales, finance, and manufacturing/ publishing. Candidate must be an excellent communicator with a can-do attitude and demonstrated project management skills. A minimum of 5 years of product management experience in either the research or information technology (IT) industry is required. Proficiency in presentation, spreadsheet and database applications is required. Creative problem-solving ability and hands-on experience with product configurators and/or CRM systems a plus.
Location: Framingham, MA
Contact: D. Bernardi, Fax: 508-935-4432, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

Research Analyst, Channels (IDC)
We are seeking an energetic team player to become part of a growing channels research organization at IDC. The successful candidate will bring a blend of skills including familiarity with Microsoft Office, especially Excel and PowerPoint as well as excellent phone and interview skills. Some knowledge of the way products are sold and support through channels is a plus. The Research Analyst has several key responsibilities including primary research on various distribution channels and selected manufacturers selling through distribution. This individual will also conduct surveys and participate in joint research activities with other IDC analysts and be a part of the evolving channels program within IDC. The channels program is a fast growing area and is currently developing models for on-going research. Primary deliverables will be monthly bulletins, quarterly revenue and unit reports and annual five year forecasts, with the assistance of the Channel Research Directors. Minimum education Bachelors Degree and 3 years work experience.
Location: Framingham, MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Analyst, Consumer Devices (IDC)
As an analyst in the Consumer Devices program, the new hire would be responsible for contributing to research on emerging consumer devices. The position will entail full analyst responsibilities, including market analysis, report and bulleting creation, newsletter and consulting contributions, and customer inquiry support. As the program is growing rapidly, any candidate should be ready to assume rapidly expanding responsibilities. Analytical experience, demonstrated writing skills, and strong quantitative skills are required. Experience in research and/ or consumer electronics industry is preferred. *Location: Mountain View, CA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Client Service Representative, Major Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Mountain View, CA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Inside Sales Representative, Growth Accounts (IDC)
IDC is seeking an Inside Sales Representative who will be responsible for developing and qualifying leads for our Growth Accounts sales team. The individual should have strong prospecting skills; fluent in use of ACT! Sales automation tools; strong phone skill; sales experience in IT market research industry a plus; and good writing skills. This is an entry-level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Position will require 6+ hours/day on the phone with clients and prospects. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team selling environment.
Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Compensation and Benefits Analyst (IDG)
The Central Services Group within Corporate Human Resources is looking for a bright, energetic, and flexible individual to work on both compensation and benefits related projects. Responsibilities on the compensation side include survey input and analysis, conduct market research on new or existing positions, maintain and update executive compensation plans world-wide, and assist with the management of the salary planning process. Responsibilities on the benefits side include tracking, analysis, and research on benefit package competitiveness, assisting with the development of a comprehensive benefits communication strategy, prepare and disseminate communicate materials, assist employees with more complex benefits related issues. Qualified candidates should possess strong customer service skills, ability to handle confidential information, attention to detail, and enjoy working in a fast paced team-oriented environment. BS/BA or equivalent experience, plus 2-3 years in an analytical position within a customer service environment. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

Channel Marketing Manager/Consumer (IDG/B)
We are seeking an experienced professional to tailor all product-driven, customer generated, and calendar promotions relating to our consumer product (...For Dummies and Cliffs Notes) in our channels. Position requires BA/BS preferably in marketing, advertising or related field, 4+ years sales, retail and/or marketing experience, and solid experience in working closely with major national resellers (such as office superstores, warehouse clubs, book retailers, and mass merchants). The successful candidate will possess creative idea generation coupled with implementation ability, along with exceptional rapport-building and communication skills. Must be able to prioritize, multi-task and meet deadlines in a fast-paced, team-focused environment. Qualified candidates must possess excellent organization, and writing skills, with strong attention to detail. Relocation is not being considered. *Location: Foster, City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Channel Marketing Manager/International (IDG/B)
We are looking for an experienced professional to tailor all product-driven, customer generated, and calendar promotions in our international markets. Position requires BA/BS preferably in marketing, advertising or related field, 3+ years marketing, agency, and/or sales experience, and ideally a familiarity with the international marketplace. Must have strong communication skills, be an innovative and creative planner, and have the ability to prioritize, multi-task and meet deadlines in a fast-paced team focused environment. Qualified candidates must possess excellent organization, writing, and interpersonal skills, with strong attention to detail. Some international travel may be required. *Location: Foster, City CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Copy Editor (2 Positions) (IFW)
InfoWorld is seeking two Copy Editors. Candidates must have hands-on experience with QuarkXPress. AP style and newsweekly knowledge is a plus. A degree in English or related field and at least one year of experience is preferred.
Location: San Mateo, CA
Contact: HR Dept., Fax: 650-312-0668, Phone: N/A, Email: resumes@infoworld.com

Associate News Editor (NW)
The Associate News Editor will be the point person for the coordination, assignment, editing and preparation of on-line news for Network World Fusion. The Associate News Editor will work with the News Editor to determine appropriate coverage and placement of on-line news, and will coordinate will the news editors on issues of print/on-line coverage. This individual will also be responsible for helping other news editors edit section, news and Signature Series copy as required for the print issue and will be responsible for travel, as necessary, to news events and for managing reporters.
Location: Framingham, MA
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Director of Technology (NW)
Network World is seeking a Director of Technology to be responsible for managing and enhancing our successful online service (Network World Fusion www.nwfusion.com) as well as coordinating online activities with the functional managers of other departments (editorial, business, circulation, etc.). On-line activities include a database driven web site with over 180,000 registered users, a large email newsletter and email list rental program, as well as a fast growing virtual event platform. The successful candidate should thrive in a highly collaborative, extremely fast-paced environment. Primary activities will include overseeing the design, definition, architecture and implementation of all aspects of the online service, from software to hardware to networks ensuring the technical design's scalability, flexibility, extensibility, development and quality assurance practices building and supervising development and operations teams and providing technical leadership and investigating new technologies. Qualified candidates must have 3 years experience at the Director level or higher (7+ years overall experience) managing technology standards and architectures in an Internet environment. Previous experience directing application development and operating a large-scale web service highly desirable. Strong experience in database management and Internet, Web, and e-commerce technologies. Experience with managing small to medium-sized Engineering organizations. Excellent analytical and organizational skills and strong oral and written communications skills required. Individual must possess the following technical skills; OS: NT, SunOS, Solaris· Databases: Oracle v7 or v8, SQL, mSQL, miniSQL, Fourth Dimension, ODBC, DBI, CORBA· Programming languages: Perl (4 or 5), C, Javascript, Java, Unix shells· html: html, css, xml, etc.· Web servers: Apache, IIS, Stronghold, etc.· Email systems: Sendmail, procmail, Lyris, etc. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Sr. District Sales Manager (NW)
This is an outstanding opportunity for tenured sales representative to join the NWW California Sales Team as a Senior District Sales Manager. Working from our Irvine, California office, this individual must be highly motivated, energetic and possess dynamic interpersonal skills. This individual will be responsible for developing new accounts and growing existing accounts and selling multiple Network World products to clients and ad agencies. The ideal candidate must be a highly effective communicator and negotiator and have a proven track record as an effective sales person. Prior publishing or high technology experience a plus. *Location: Irvine, CA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Client Services Manager (PCW OSG)
The Client Services Manager is responsible for implementing, expanding, and improving the PC World Online Services Group's advertising client services department. This person is required to set up new client services procedures with direction form the National Account Manager. Other responsibilities include producing daily, weekly, monthly and quarterly reports as well as special request reports, proposals and presentations. Desired qualifications for this position are excellent communications skills (written & verbal), attention to detail and proficient technical skills i.e. Powerpoint, Excel, and Notes. *Location: San Francisco, CA*
Contact: G. Green, Fax: 415-442-1891, Phone: 415-267-1739, Email: gabrielle_green@pcworld.com

District Advertising Manager, East Coast (PCW OSG)
The District Advertising Manager will primarily be responsible for managing (and growing) a solid base of clients and agencies currently advertising on PCW Technology Network (PCW OSG, Tipworld, and Games.Net). In addition, the success candidate will prospect and identify new accounts, secure and pursue high-level appointments, prepare expert proposals, and close significant new business to secure aggressive revenue goals. Special skills required are 5+ years of direct sales, successful territory management and Internet sales experience. *Location: New York or New Jersey*
Contact: S. Schackman, Fax: N/A, Phone: 972-733-3819, Email: sandy_schackman@pcworld.com

Executive Editor, Linuxworld (Web Pub)
Web publishing Inc., an IDG Communications company, producers of JavaWorld, SunWorld, LinuxWorld, WindowsTechedge and other highly targeted Web publications, is looking for an Executive Editor to manage the day-to-day editorial operations of LinuxWorld Magazine. Under the direction of the Editorial Director, the Executive Editor will be responsible for finding authors, assigning, editing, and coordinating stories with production and copy desk. The Executive Editor will also be responsible for managing the on contract junior editor, filing freelance payment requests, and together with Junior Editor handle everything necessary on the editorial side. The ideal candidate will have 3 or more years experience in magazine editorial, (technical magazines preferred), a preference for technical subjects, a knowledge of or willingness to learn about the Linux market and technology, be able to work well in an intensive team environment, and be able to work with deadlines. Web publishing experience is preferred but not required. *Location: San Francisco, CA*
Contact: M. McCarthy, Fax: 415-267-1732, Phone: 415-267-1727, Email: mac@wpi.com

Get out your walking shoes!
The AIDS Walk is Sunday, June 6

The 14th annual AIDS Pledge Walk will take place in Boston on Sunday, June 6. Last year over 20,000 people walked and raised more than $2.2 million that support direct services to the men, women and children who are living with HIV and AIDS. It is too early to declare that the war is over and your support is needed more than ever – either to walk or just raise money.

The 10-kilometer walk (that is 6.2 miles for the metrically impaired) begins at 9:00. The route both starts and ends at the Hatch Shell. It winds its way through the city and ends with great food donated by area companies and a wonderful concert. All along the route is encouragement and inspiration as bands play and people sing. Not only are you doing a wonderful thing but it's also great fun.

IDG will provide transportation from Framingham to Boston on Sunday morning. The van, which will hold 14 people on a first-come, first-served basis, will leave at 8 a.m. sharp and return from Boston at 2:30. You are encouraged to reserve a seat by contacting any team captain. These wonderful people who are serving as team captains this year are:

Maureen Roberti: *Computerworld,* 508-820-8277 or maureen_roberti@cw.com
Allison Stamm: IDG Research, List Services and Sales, 508-370-0860 or allison_stamm@idg.com
Sally Reinfeld: IDG at 5 Speen, 508-935-4423 or sally_reinfeld@idg.com
Michelle Byda-Attahir: IDC, 508-935-4547 or mbyda-attahir@idcresearch.com
Amy McCabe: *CIO*, 508-935-4151 or amccabe@cio.com
Lisa Smith: *Network World*, 508-820-7501 or lsmith@nww.com
Juliana Benson: World Expo, 508-424-4832 or juliana_benson@idg.com
Erica Driscoll: Global Solutions, 508-820-8206 or erica_driscoll@idg.com

Captains for Corporate Services, Channel Services and Corporate Travel are still needed so if you're interested, please contact us.

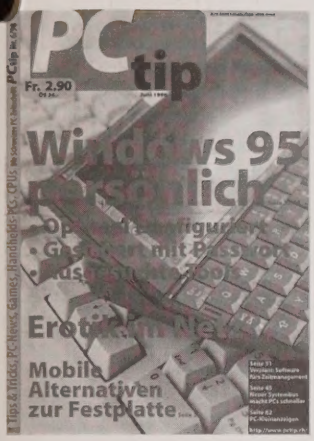
IDG is the AIDS Action Committee's third largest corporate sponsor and has collected close to $345,000 in the fight against AIDS. May we continue to show our strength and commitment until there is a cure.

We are only at the end of the beginning in the fight against AIDS. We cannot let complacency lull us into thinking that research is on its way to finding a cure. This is a critical time and much more needs to be done. Please remember, the money you raise and the support you show by your presence at the walk is a gift you give to those struggling to live with AIDS and the memory of every person now walking as a spirit.

With much thanks,

Deb Goldstein with Co-Chairs Sandy Weill and Amy Sanderson

Anyone with questions may contact:
Deb Goldstein at 508-370-0820 or e-mail at deb_goldstein@idg.com
Sandy Weill at 508-820-7542 or e-mail at sweill@nww.com
Amy Sanderson at 508-935-4729 or e-mail at asanderson@cio.com.



PCtip now and then

1994

Editorial staff: 4

Circulation: 800 stand-alone subscribers, plus 300,000 readers of *Tages-Anzeiger*

1999

Editorial staff: 5, plus freelance writers and layout artists, one ad salesman and one circulation director

Circulation: 26,000 subscribers, newsstand sales of 10,000 to 12,000

PCtip

continued from page 1

deal with a market of four million German-speaking people, of which, fortunately, every second household has a PC. [French and Italian speakers make up the rest of the Swiss population of 7 million.] Our competitors are the hundreds of English and German books, which in most cases don't cover the Swiss aspect of the market. Our Swiss competition is very small, just two other magazines that sell on the newsstand, and their focus is quite different from ours. *PCtip* is focused on everyday *Swiss* users."

She noted that *PCtip* readers get enough – but, in 80 pages or fewer, not too much – information on how to use their PCs better, from tips and tricks to product data. All this is complemented with Swiss addresses of distributors so readers know which products are available in Switzerland and where to buy them. "In general," she said, "most of our readers, who are mainly home and office PC users, are not highly trained. If they were, they would read the big German titles like IDG's *PC Welt* or *ct* from Heise. That's why our readers are very happy with the help they find in *PCtip*."

PCtip began as a supplement produced in a joint venture by IDG Switzerland and the newspaper *Tages-Anzeiger* in which *PCtip* ran. "The only way to succeed seemed to be to partner with a big daily newspaper," said IDG Switzerland Managing Director **Gebhard Osterwalder**. "In fact, I had stolen the idea in 1993 from Ziff-Davis, which had launched PC supplements in U.S. newspapers. I felt that this concept would even work better in a small country like ours. A strong partner with lots of resources, I thought, would help us keep up with the high editorial standard of the leading German magazines like *PC Welt*."

The first issue of *PCtip* was published on June 20, 1994, with a circulation of 300,000 copies. However, *Tages-Anzeiger* ended the contract with IDG in November 1996, because of internal economic problems at the paper, even though *PCtip* had become the most widely read PC magazine in the country.

Osterwalder said that advertisers felt their messages weren't being adequately targeted by a newspaper that had such a broad audience. Also, he said, "there was too much conflict potential in the joint venture." The corporate cultures of IDG and *Tages-Anzeiger* were too different and the bureaucratic newspaper's sales staff was spread too thinly to devote enough attention to *PCtip*.

"We felt that we can better serve the reader and the advertiser markets through a dedicated professional/special-interest publication," Osterwalder said. "We can focus better on the needs of the qualified PC user, and we can print fewer copies while generating more readers per copy."

One remnant from the publication's days as a newspaper supplement is the fact that it is printed on newsprint, although it is in a magazine format. This allows the staff to produce *PCtip* faster and incorporate more late-breaking news since less in-house production work is required.

"We kept the format and paper because it's our unique selling point," Wunsch claimed. "It distinguishes us from the German and U.S. publications on the newsstand, which are on high-quality paper. Switzerland has a long tradition of newspapers, and we wanted to stay with it for historical reasons. Since you can get every computer title in the world and every German title here, we really have to focus on being unique and on our local readers in an language they understand."

For the fifth anniversary issue, *PCtip* produced its first CD-ROM giving its readers Internet Explorer 5.0, which Wunsch said was the first time the browser has been offered in German on a CD-ROM. The CD also contained 55 shareware/freeware applications and a PDF archive of every issue of *PCtip* since 1997.

For more information, contact Sonja Wunsch at sonja_wunsch@pctip.ch. WU

Wanted: your opinions about IDG

The annual IDG Employee Opinion Survey will be sent to U.S. offices the first week of June. Employees are encouraged to offer their candid opinions about IDG, job training, growth potential, business unit image and management, work environment, supervision, compensation/rewards/recognition, performance management and benefits programs.

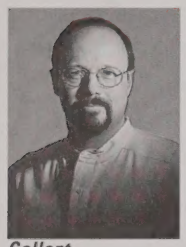
Over the years, survey results have produced positive changes at the departmental, business unit and company-wide levels. Among them: numerous enhancements to the U.S. benefits package, training programs and improved communication within and among business units.

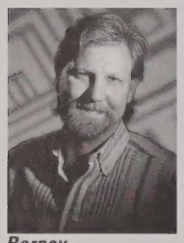
Surveys are sent directly by employees to Research Results, Inc., an independent tabulation firm, and individual responses are kept strictly confidential. Summary reports are reviewed by IDG Chairman **Pat McGovern** and the IDG Executive Committee. Specific business unit results, along with overall IDG results, are then sent to the respective business unit president and human resources department.

Business units share the survey results with employees at departmental meetings. Each business unit is then asked to create an action plan outlining the three to five most critical issues to be worked on in the coming year.

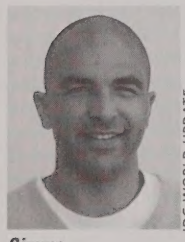
Surveys should be returned by June 23. For more details, contact your HR representative.

noteworthy people


Gallant


Barney

Brown


Simms

Villate

Promotions

John Gallant, *Network World* editor-in-chief/senior vice president editorial, has been promoted to editorial director/senior vice president. "John was one of the original members of *Network World* when we started in 1986, and his editorial leadership has been instrumental in the growth of *Network World* from a print-only publishing company to one that meets the information needs of our customers in a variety of different ways," said *Network World* President and CEO **Colin Ungaro**. "While John has already taken an active role in our integrated print, online and events portfolio, leading to a number of successful new products, his responsibilities in these areas will be expanded to encompass the editorial direction and leadership of an array of new initiatives that we have planned for the future. Under John's leadership, *Network World* has been routinely honored for its editorial vision, including Neal Awards, Computer Press Association Awards and Marketing Computing awards. John himself has been cited by *Marketing Computers* as one of the 25 most influential people in computer journalism."

Network World's **Doug Barney** is being promoted from news editor to executive editor, news. "In that role, Doug will oversee not only print news, but online news as well," said *NW* Editorial Director John Gallant. "He will be responsible for coming up with new guidelines for what we cover in print and on NW Fusion and clarifying the role of *Network World* print reporters in contributing to online. Working with Editor **John Dix**, Doug's responsibility will be to ensure that NW Fusion is competitive with the major online news sites and provides our readers with a steady stream of focused, high-quality news."

Bob Brown, formerly *Network World*'s news director, is now news editor and will run the publication's print news operations. "Bob will oversee the day-to-day operations of our news staff and will work with Doug Barney to coordinate coverage in print and online," Gallant said. "Bob will handle the day-to-day management of the associate news editors and the reporting staff. He will also maintain our beat structure, be the point person for hiring reporters and work with Doug to determine the most effective use of print and online and to ensure the highest quality coverage in print."

IDG Central Services Facilities Planner **Todd Simms** is now facilities manager for the San Francisco office. Todd started at IDG Central Services as a temp in the facilities department in January 1993 and was hired as the facilities assistant 10 months later. "Todd has always taken on new challenges and projects and has seen them through to a successful end," said **Sandy Heistand**, director of operations and facilities. "He has done everything from coordinating building repairs, running the ergonomics program, to building out suites."

Transfers

IDG Spain Online Manager **Rafael Imedio** has transferred to IDG.net in San Francisco, where he is senior Web system programmer. Last summer he completed a five-week internship with IDG.net. Rafael studied computer science at the Universidad Pontificia de Salamanca. He's a fan of fine food, travel and sports.

New employees

Desktop Publisher **Mary Ellen Slater** comes to IDC from the Charles River Association where she worked as a program director. She holds a B.A. in history from Providence College in Providence, R.I. In her spare time she enjoys Web and graphic design, making jewelry and working as a teen ministry volunteer.

IDC has also hired **Dorothy DeLuca** as a billing accountant. She last worked as an office manager/bookkeeper at the law office of Jeffrey Allen. Currently working toward a B.A. in accounting from Bentley College in Waltham, Mass., she also enjoys fishing and hiking on Cape Cod with her family.

After working as a restaurant manager for the past 12 years, **Peter Short** has changed career tracks to become IDC's new office services assistant. His outside interests include golf, volleyball and mountain biking.

Previously a senior graphic designer with Blue Cross and Blue Shield of Rhode Island, **Josephine Eaton** is now a graphic specialist with IDC, producing fact sheets, brochures, product packaging and conference promotional materials. She earned a B.A. in studio art from Rhode Island College in Providence, R.I., and enjoys gardening, knitting and spending time with her husband and daughter.

Etc.

Ciro Villate, director of Inviarco Ltda., which publishes *Computerworld Colombia* under license to IDG, has been elected president of the newly established Colombian Informatic Journalism Association. *Computerworld Colombia* Journalist **Dary Sandra Peña** was appointed secretary and a member of the board of the association.

A news feature from the October/November 1998 edition *of PC World Malta* was a finalist in Malta's ninth annual awards for journalistic excellence. The feature in the IDG-licensed publication about Malta's participation in an MIT-sponsored summit for high school students worldwide was submitted by Martin Debattista, a freelance journalist. His entry was the first one ever related to the coverage of the Internet in Malta to make it to the final of the awards.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG WORLD UPDATE

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Sumiko Ozawa *IDC Japan*

18
Ann Finn *Network World*

16
Dorothy Adams *IDG Australia*

15
Karen Lincoln *Network World*

12
Stephen Lennox *IDG Australia*

11
Judy Schultz *Network World*
Vicki Peilen *PC World*

10
Jeffrey Pittelkau *Mac Publishing*

9
Sergio Rizzi *IDG Italy*
Margaret McAvenia *IDG*

8
Barbara Sullivan *Network World*
Mary Harvey *IDC U.K.*
Christine Flanagan *Computerworld*
Paula DeMeo *IDG*

7
Jean Dellarobba *Computerworld*

6
Jose Perez-Laco *IDC U.K.*
Erin Wayman *PC World*

5
Santiago Cruz Perez *IDG Spain*
Myles McLaughlin *IDG*

4
Christine Burns *Network World*
Dan Chupka *Network World*
Tina Carter *IDG Books*
Mike Goldberg *Computerworld*
Karen Smalarz *IDG*
Marie Haines *Channel Services Group*

3
Maggie Chen *IDG Taiwan*
Phillip Dyer *Mac Publishing*
Sharon Eames *IDG Books*
Paul Smithson *PC Advisor (U.K.)*
Hitoe Wada *IDG Global Solutions/Japan*
Kathleen Ohlson *Computerworld*
Iain Ferguson *IDG Australia*
Alberta Minkovitz *IDG Research*
Ruth Greenberg *IDG News Service*
Atlanta Wilson *Web Publishing*
Terrehon Bowden *Web Publishing*
Jill Steinberg *Web Publishing*
Laura Ajello *Web Publishing*

2
Sharon Smith *Network World*
Elisa Della Rocco *Network World*
Amy Schurr *Network World*
Aimee Hottinger *IDG Central Services*
Emily Fitzloff *InfoWorld*
Nancy Galanty *Mac Publishing*
Matthew Bennett *Digit (U.K.)*

1
Steve Engel *Network World*
Sylvia Welch *InfoWorld*
Jill Taylor *IDG Books*
Beth Sanchez *IDG Books*
Kristen Taglia *IDG Books*
Petra Weiss *IDG Germany*
Micaela Minnameyer *IDG Germany*
Christopher McGarry *Computerworld*
Kelvin Goh *IDG News Service*
Genoveva Bustamante *IDG*
Abby Ba *IDG*
Silvia Weiler *CIO*
Stephen King *CIO*
John Donovan *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Marathon man

IDG Books' For Dummies mascot takes a break from handing out towels and t-shirts at the starting line of last month's Boston Marathon in Hopkinton, Mass.

IDG Books' Dummies man has been doing the marathon circuit — first there was the Los Angeles Marathon in April, later that same month he was at the Boston Marathon and next month he'll be at the Flo Jo Memorial Half Marathon in Orange Country, Calif. IDG Books' distinctive pointy-chinned mascot has been attending the events to promote the recently released *Running For Dummies*.

The book was written by running star Florence Griffith Joyner, who completed it not long before her untimely death last year at age 38. Her husband, Olympian Al Joyner, has been promoting the book to fulfill Florence's dream of encouraging more people to take up running. IDG Books is contributing $1 from the sale of every *Running For Dummies* book to the Flo Jo Memorial Community Empowerment Foundation for one year. WU

IDG Books in the news

IDG Books Worldwide appeared in *The San Francisco Business Times'* annual list of the Bay Area's 150 fastest-growing companies. With 23% growth over the past three years, IDG Books tied with Charles Schwab for No. 104 and was several notches ahead of Sun Microsystems. IDG Books was the only publishing company on the April 28 list, which was dominated by high-tech companies.

Sales Closing For Dummies by Tom Hopkins earned an Audie Award this month for Best Motivational Audiobook of the Year. The book edged out 550 other audiobooks for the award, which is sponsored by the Audio Publishers Association.

As *Shakespeare For Dummies* rolls off the press this month, IDG Books expects that the publication will be a big seller thanks to the popularity of films such as *Elizabeth* and *Shakespeare in Love*. The new title includes major character descriptions and act-by-act summaries for each of Shakespeare's comedies and tragedies.

celebrating 10!

Name
Mary Lester

Home
Sudbury, Mass.

Joined IDG
December 1987 as art director at *CIO*.

Current title
Group Director, Art and Design. I work with a staff of nine designers deployed across four issue teams and the Web team. A key part of my role is to foster uninhibited creativity across the group, while simultaneously ensuring that our magazines have a strong, unified design.

Most challenging part of your job
Watching others do fabulous design work while I walk around and coach; I enjoy design so much, I wish I could do it all myself. But I've finally learned that I can't (and shouldn't) do everything. And these guys are really good.

Best part of your job
The people I get to work with and breadth of projects we get to work on.

Latest accomplishment
Learning what 15-30-15 means on the "Miracle-Gro Fertilizer" box.

Career highlight
Receiving the President's Award in the summer of 1997. I was totally shocked, but thrilled.

I joined IDG because
I knew I wanted to work for a magazine, even though I'd been advised that magazine startups are risky ventures. Also, there was free onsite parking and malls nearby.

What's kept you at IDG for 10 years?
CIO has evolved into a new business every six to eight months. And we get to shape that business and make it work. There's a culture of trust amongst us and a belief in the brain power of the people here that's really exciting.

Interests outside the office
Extreme gardening. Collecting plants. Flinging dirt around a garden bed. Pretending to be a great cook (actually, I prefer to collect friends who cook). I'm a total magazine junkie. I can't pass a newsstand without stopping. I love to read. I'm fascinated by road trips to strange places. Taking classes and learning something new.

Of what accomplishment at work are you most proud?
The design team I've hired.

*IDG Chairman **Pat McGovern** escorts CIO's **Mary Lester** to dinner in honor of her 10 years of service to the company.*

What talent do you wish you had?
A fabulous singing voice and an uncanny knack for impromptu musical performances.

Fantasy job
Art director for a magazine about something my friends can understand — like food, houses, pets...

What is the last good deed you did?
Working with my siblings to get my 70-something parents up and running on a Mac. Now my mom's asking me about databases, CD drives, modems and screen savers... It's pretty neat.

What did you want to be when you grew up?
A fashion designer, until I realized it didn't look like anyone in the industry was having any fun.

Your idea of a perfect day alone?
First of all, it would have to last at least 72 hours.

One possession you'd grab if your house were on fire?
My daytimer. And my hairdryer, maybe a couple of magazines. Oh, and my car keys, Carmex and some gum...something to write with, a notepad, the phone, a snack for later...my bank card, clean socks, some post-it notes...

What others can't tell just by looking at me
I can recite the value of pi to 11 digits, and I balance my checkbook to the penny.

Manager's profile
"Mary has presided over the creative evolution of one of the most graphically compelling editorial environments imaginable. She is flexible — perpetually growing and learning — and brings to the job a healthy questioning attitude about how best to serve our readers' needs. She has assembled a team of monstrously gifted designers, and she leads them with a trademark light touch that inspires even those of us outside of her immediate group. When I grow up, I want to work for Mary."

-- Lew McCreary, editorial director, CIO

Coming up

Tracking the Impact of a Devalued Real on the Latin America PC Market
May 25
Coral Gables, Fla.
Contact: IDC Latin America
305-267-2616

IDG Global High-Tech Marketing Briefings
May 27
Redwood Shores, CA
Sofitel
Contact: Volker Heistermann,
volker_heistermann@idg.com

Software, Services and Solutions '99: The Italian Rising Stars
May 27-28
Milan, Italy
Contact: IDC Italy
+39-02-284-571
www.idcresearch.it/eventi/softwserv/index.html

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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VOLUME 29, NUMBER 21

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Danish channel publication rounds out product line in Nordic region

IDG Denmark's IT-Branchen brings the total number of IDG's channel publications worldwide to 28.

This month's launch of *IT-Branchen*, the first channel publication in Denmark, brings the total number of IDG channel publications to 18 in Europe and 28 worldwide. It also completes IDG's channel coverage of the Nordic region as *IT-Branchen* joins Sweden's *IT-Branschen*, Norway's *IT-Bransjen* and Finland's *IT-Kanava*.

"IT advertisers now have the ability to create a cohesive, extensive branding campaign in Sweden, Finland, Norway and Denmark," said IDG Denmark Country Manager **Preben Engell**. "And readers will benefit from access to both local IT information as well as regional IT information made possible by the extensive local editorial setup in the Nordic region. Each of IDG's Nordic channel publications devotes a great deal of editorial resources to their magazines. Our competitors don't. They just translate."

And though the publication is only one issue old, Engell's assertions are already proving true.

"Advertiser reaction to *IT-Branchen* has been fantastic," said **Finn Morsing**, editor-in-chief. "They obviously need the forum *IT-Branchen* provides, and ad bookings for the first two issues [May and June] are almost 100%."

The first fruits of editorial cooperation have also been reaped. During one of many talks with the chief editors at the Swedish, Norwegian and Finnish channel publications, Morsing said he learned about a project IDG Sweden was doing in conjunction with the local Dun & Bradstreet office in which the two teamed up to present a comprehensive rating of Sweden's IT vendors. A similar rating of Danish IT vendors appeared in the premiere issue on May 17th.

"We now hope to give something back to Stockholm," Morsing said. "We have initiated a very close relationship with IDC Nordic, which is headquartered in Copenhagen, and we see no reason not to share the data we receive with our sister Nordic publications."

continued on page 5

Visitors, exhibitors give high marks to ComNet Prague

*David Stadnik, general director, Czech Telecommunication Office; **Paul Gillin**, editor-in-chief, Computerworld U.S.; Pavel Mertlik, deputy prime minister/economic policies; Gunnar Kuechler, director, ComNet Prague; Marcela Grulichova, deputy minister/transport and communications; and **Ivan Novotny**, managing director, IDG Czech Republic.*

The seventh annual ComNet Prague expo and conference, held May 11-13, continued its tradition of being the foremost event of its kind in the region.

Czech Deputy Premier Pavel Mertlik, who delivered the opening address, underscored the event's importance by saying it was not only a trend-setting event for the IT and communications industries but also for the government of the Czech Republic.

Mertlik's participation showed that "ComNet Prague enjoys support from the highest levels in government, industry and science," said Gunnar Kuechler, president of K+S Event Management, which organized the show in conjunction with IDG World Expo. "It is the undisputed leader of all IT shows in Eastern Europe."

The event drew 19,786 high-level IT professionals, more than 90% of whom said they were satisfied with the exhibits and were most interested in the latest telecommunications, network technologies,

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in brief newsworthy

IDC's Eastern European IT Forum will focus on growth opportunities

A roster of IDC analysts and top-level representatives from business and government will headline the second annual Eastern European IT Forum, set for June 21-22 in Prague. *Computerwoche* in Germany as well as IDG offices in Poland and the Czech Republic are media sponsors.

"The region of East Central Europe currently represents one of the most dynamic IT markets in the world," said **Steven Franzen**, managing director of IDC Central Europe. "Despite recent turmoil in Russia, ongoing programs to develop and modernize both industry and a broad range of services, combined with the demands of an evolving private sector, will ensure substantial IT growth into the new millenium."

Geared for IT users and sellers, the Forum will explore worldwide IT market trends and identify those that are particularly relevant for future developments in Central and Eastern Europe. It will also examine issues such as the region's preparedness for e-commerce and the economic importance of small- and medium-size enterprises.

IDC has conducted research in East Central Europe since 1989. IDC Central Europe is based in Prague, Czech Republic and has a network of offices and agencies in Budapest, Hungary; Moscow, Sofia, Bulgaria; Warsaw, Poland and Zagreb, Croatia.

IDG employees can take a 20% discount off the registration fee of $950 (before May 28) or $1,200 (after May 28). For more information, visit www.idc.de or contact **Michael Vogel** at mvogel@idc.com. WU

Eastern Europe market facts

IDC research shows that economic instability in Russia has severely affected short-term forecasts for the Eastern European market, with end-user IT spending now estimated to have shrunk 6.3% in 1997-98. Russia has a huge share of the overall IT market in Eastern Europe. The compound annual growth rate (CAGR%) for IT spending to the year 2000 is just 3.6% in Russia, but the growth rates of other Eastern European countries are much higher, for example:

Country	IT Spending 1998-2000 (CAGR%)
Bulgaria	17.9
Poland	15.6
Czech Republic	15.2
Russia	3.6

Industry Standard adds marketing excellence award to its collection

After winning honors for its coverage of the Internet industry from *Business Marketing* and *Brill's Content* (see *IDG World Update*, April 12), *The Industry Standard* recently added a Tenagra Award for Internet Marketing Excellence "for its content, execution, and relentless use of new technology."

The Standard won in the "Publication Focused on Internet Marketing" category, which recognizes both online and offline original-content publications "that have made a substantive contribution to promoting, chronicling or popularizing Internet business use, marketing or advertising."

The Tenagra judges said the magazine "set the standard this past year for reportage on the Internet economy. [It] has consistently exploited every publishing tool available including not only its flagship Web magazine, but also a print publication, conventions and symposia, three e-mail publications, downloadable slide presentations, and even informal gatherings at its San Francisco offices," (*IDG World Update*, March 1). "[It is] a must-read for those of us who don't have the time to monitor as many publications as we might otherwise like to."

Based in Houston, The Tenagra Corp. is an Internet marketing, public relations, consulting and Web design firm. For the fifth year, the annual awards recognize achievements and success stories that have made a fundamental impact on how marketing public relations are done on the Internet.

For more information, go to www.tenagra.com. WU

IDG Spain No. 1 content provider for Microsoft's Spanish Internet portal

IDG Spain has a solid hold on its position as the No. 1 IT content provider for the Spanish edition of Microsoft's Internet portal www.msn.es. The Madrid-based business unit supplies 18 daily news stories that are updated three to four times a day. Each product line (*Computerworld, Comunicaciones World, Dealer World, Macworld, iworld and PC World*) is represented with three news stories each, while there are only three news stories on the site from competitors. Given that there are close to 60 non-games IT publications in Spain, IDG Spain's prominent visibility on key Web sites affiliated with major corporations such as Microsoft has helped boost its publications' already high standing even more, said Webmaster **Malin Svensson**. WU

What's a portal?

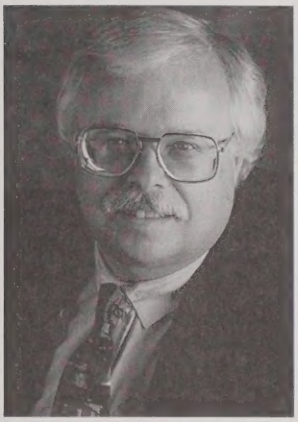
Portals are Web sites that compile a wide variety of content, services and links to other sites.

Clarification

PC World's Office of the President (*IDG World Update*, May 17) consists of **Jeff Edman**, **Phil Lemmons**, **Vicki Peilen** and **Richard Willoughby**. PC World has also had a formal Management Team in place since the early 1990s. This group includes: **Linda Manes Goodwin**, vice president/manufacturing; **Shawne Burke Pecar**, vice president/circulation; **Thomas Gewecke**, publisher/PC World Technology Network and the four members of the President's Office.

executive Q and A

Joe Levy
The president and CEO of IDG Communications U.S. is this week's columnist.



"In today's overheated Internet economy, there is much greater turnover outside IDG. The greater our revenues and profits, the more we can invest in IDG to make it the information services company of choice for people interested in building their careers."

Q Can you outline your new responsibilities as president and CEO of IDG Communications U.S.?

A My role as president and CEO (chief encouragement officer) of IDG Communications is to work with the business unit heads to foster a spirit of "collaboraction." The goal is to help increase revenues and profits for our U.S. publications and, therefore, enhance stakeholder value. For IDG to prosper, we must be able to react to market opportunities at Internet speed, and I intend to make sure we are able to do that by ensuring that we serve our customers, readers and advertisers as effectively as possible.

Most of my time will be spent face to face with readers and advertisers to help the various publications sell higher into the organization and better understand readers information needs.

Q Are you, as president of IDG Communications U.S., now assuming responsibility for the previously announced reorganization of some functions of IDG's domestic editions to better take advantage of economies of scale? I believe this effort was being spearheaded by Jim Casella. Can you tell us what areas of consolidation have begun and what might be next?

A In order to increase profits and provide our employees with a robust, growing and financially secure future, we will look into those "back office" functions that don't touch the customer and can be run more efficiently and effectively if consolidated.

This being the 11th day in my new role, I don't have all the answers yet. I'm eager to work with the various business unit heads to identify those areas to investigate for potential savings. I want to make sure we decide what's best for IDG and our constituents.

Q What are your immediate priorities in your new role? What specific business areas do you intend to focus on and what are your measureable goals for those areas?

A My No. 1 goal is to increase the revenues and profits of our U.S. publications. Several of our publications are below plan, and those will be first on my list to support. We all know the IT advertising market is changing. I'm convinced that if we work better as a team, we can increase our market share, revenues and profits, not to mention employee satisfaction.

Q IDG's COO recently left the company and the CEO of PC World has just resigned to join an online company. Do you have any thoughts on why we are losing such top-level executives and should we be braced for more departures?

A The two positions had the same people in those roles for almost a decade each. I think that's something of a record. In today's overheated Internet economy, there is much greater turnover outside IDG. The greater our revenues and profits, the more we can invest in IDG to make it *the* information services company of choice for people interested in building their careers.

Job turnover also creates more opportunity for people to move up within IDG. As you know, it's our goal to promote from within, wherever possible.

Q What is the potential for all of IDG's U.S. publishing units to engage in an IPO as IDG Communications?

A It is up to each business unit's management to consider the viability and desirability of undertaking an initial public offering. As we've discovered with CMP, there are opportunities and pitfalls in going public. At the moment, the market is placing a premium on online assets, and so any offering would likely be focused on that sector of the market.

Q Stock market valuations of IT information companies indicate the market is placing an extraordinary premium on the strength of companies' Internet presence. ZDNet, for example, is apparently valued more than Ziff-Davis publications even though the latter have far greater revenue. Do you see this trend as permanent or will the market adjust valuations to correspond more closely to revenue?

A I can't forecast the future course of the stock market. IDG management is currently reviewing the best way to take advantage of the current Internet opportunity in order to leverage our various Internet offerings and maximize stakeholder value.

Questions for Executive Q and A columnists may be sent to IDG World Update at world_update@idg.com. All questions will be forwarded anonymously.

Games Media Group signs retail, Web partnership

First GamePro retail store set to open this fall

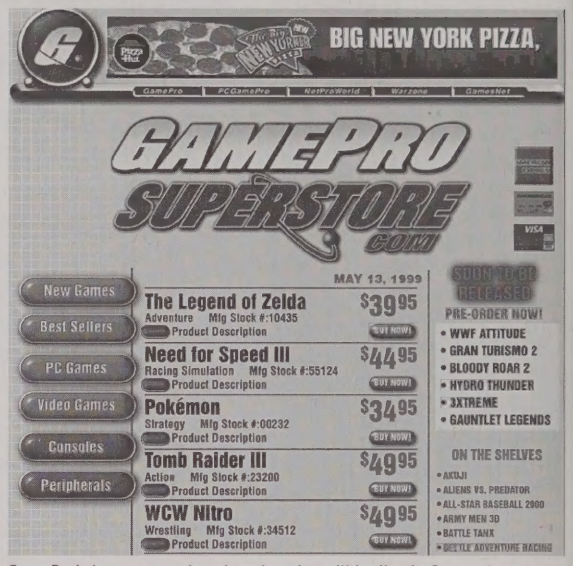
Game shoppers, grab your wallets, your keyboard, your joysticks or any combination thereof. IDG Games Media Group, publisher of *GamePro* magazine and GameProWorld.com, has entered an exclusive licensing agreement with Entertainment Brands, LLC, to launch a chain of GamePro retail stores and an Internet gaming shopping site, GameProSuperstore.com.

According to Games Media Group Director of Marketing Communications **Simon Tonner**, the Web site will be ready in September, and the first store launched shortly thereafter in the southern U.S.

"We have been very cautious about licensing the *GamePro* brand that we have spent the last 10 years building," said **John Rousseau**, president and CEO of Games Media Group and publisher of *GamePro*. "I am very excited about our partnership with Entertainment Brands, and I am confident that their resources and extensive retail experience will bring *GamePro* to the next stage in its unprecedented growth."

"We have a unique opportunity to leverage one of the most recognizable brands in gaming history," said Russ Howard, president of Spartanburg, S.C.-based Entertainment Brands. "From the start we have the built-in brand equity that other retailers take years to achieve."

At GameProSuperstore.com, online shoppers will be able to choose from new and previously owned video game software, hardware and peripherals, as well as be able to link to *GamePro* magazine's latest reviews and news. The retail stores will offer the same products as the online site, as well as give shoppers a chance to test-drive the games.



GamePro's Internet gaming shopping site will be live in September.

Tonner said the site and stores will provide both video game software and computer game software. "Video games will include PlayStation, Nintendo 64, Sega and GameBoy," he said. "On the computer side it'll be both Windows- and the hottest Mac-based games."

"The upside for our circulation could be huge," Rousseau stated. "*GamePro* subscriptions will be sold in each store, as well as on the Internet, as part of the *GamePro* 'club membership' concept that we will be announcing shortly. This is just another stage in leveraging the GamePro brand." WU

ComNet Prague

continued from page 1

Internet and intranet products. A total of 166 exhibitors participated on the 13,500 sq. meter show floor. Vendors reported they were very pleased with the know-how of the attendees. "ComNet Prague is a good investment of time and money," said Miroslav Hoffman, director of 2N Company.

Among the exhibit highlights was ComNet Solutions Park. Sixteen exhibitors displayed specialized applications developed primarily for small- and medium-size businesses. ComNet Prague is positioning itself as a "solutions-driven" show, and the Park will be enlarged next year to include more exhibitors and hands-on and interactive demonstrations.

ComNet Prague Web TV provided Internet TV news coverage of the fair. Film is available at http://tv.visual.cz.

More than 300 attendees from a range of European countries attended the conference portion of the show, which had an e-commerce theme this year. IDG Czech Republic organized the entire conference, from content development to on-site logistics. **Paul Gillin**, editor-in-chief of *Computerworld* U.S., gave the first speech at the conference and also spoke at the expo opening.

For more information, contact Gunnar Kuechler at gkuechler@ksmesse.de or go to www.comnet-prague.cz. Next year's ComNet Prague will be held May 23-25. WU

E-commerce via mobile phone

Part of ComNet Prague's conference focused on e-commerce by mobile phone. According to IDG Czech Republic Managing Director **Ivan Novotny**, the Czech Republic has the world's fastest growth of mobile phone use. Ten percent of the population now has mobile phones, and mobile phones represent 22% of all installed telephone devices. "Interesting applications such as Internet messaging, telephony and especially home banking clearly demonstrate IDC's prediction that in the new millenium only 50% of e-commerce will be done on a PC," he said.

Job Opportunities – May 24, 1999

Office Administrator, Latin America Research (IDC)
The Office Administrator will be responsible for overseeing IDC Latin America's Miami office logistics and supporting management and staff administrative requirements. Position requires strong organizational skills and ability to work in small team environment. Experience with production logistics, events planning, and database spreadsheet skills are required. This job requires at least 1-2 years experience in office administration, solid foundation in contact database manipulation and proficiency in Spanish and/or Portuguese. *Location: Miami, FL*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Receptionist (IDC)
IDC is looking for a full-time receptionist. Responsibilities include answering a very busy switchboard, greeting visitors, coordinating the conference room sign up schedule, and maintaining the welcome board. Candidates must have a pleasant personality, the ability to handle a large volume and wide variety of callers, ability to keep composure with difficult callers, professional and positive attitude, and work well under stress. Nortel switchboard experience is a plus but not required. *Location: Framingham, MA*
Contact: E. Mazzaglia, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Consulting Manager, Services (IDC)
IDC's Services Research Group is seeking a Consulting Manager to help build business in a rapidly growing services market research practice. Working closely with a team of industry analysts, you will manage projects, ensure research quality, support business development and build and maintain relationships with leading IT service firms. Required skills include strong project management capabilities, presentation skills, quantitative and qualitative market research knowledge, and a high sense of responsibility. Ideal experience includes information technology analysis and/or market consulting. MBA preferred. Knowledge of the IT services market is a plus. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Art File Coordinator (IDG/B)
This is a first time position for the creative services group at IDG Books. The art file coordinator must have approximately two years' experience in electronic arts industry either pre-press or service bureau and must be expert in Quark XPress, ATM Deluxe or Suitcase, Stuffit & Flightcheck. Must be Mac and PC platform savvy. You will scan artwork, burn CDs, create and manage a logo artwork database, do layout revisions for quick turnarounds and work on production-oriented projects as well as coordinate artwork between in-house and out of house designers. You will also help in the creation of procedures and provide recommendations and training for appropriate departments. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Editorial Assistant (Administration) (IDG/B)
This assistant will provide support for the editorial department through schedule maintenance, reprint coordination, tech support assistance, and general office support. Qualified candidates must be detail oriented and able to multi-task in a fast paced environment. This position will require excellent communication, project follow through, and problem solving skills. Must have strong computer skills specifically with MS Office applications. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbooks.com

Accounts Payable Representative (IDG/B)
In this position excellent organizational skills are needed to date-stamp vendor invoices, audit invoices and IDG Books employee expense reports; reconcile vendor statements; maintain A/P files; and perform data entry. Requirements include an associates's degree and 2 years' related experience. PC literacy and strong customer service skills are a must. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: speters@idgbooks.com

Accounts Payable Supervisor (IDG/B)
This position will apply basic accounting knowledge to supervise and train staff to promote efficient account payable operations. Duties include performing staff evaluations and performance reviews, new vendor setup and on-demand check processing, facilitating schedule payments and routing audits. This position will also be in charge of petty cash, supervising vendor and W-9 files and facilitating 1099 generation. Success demands an associate's degree; 2 years' related experience, PC literacy and strong supervisory and customer service skills. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: speters@idgbooks.com

Channel Marketing Manager/Consumer (IDG/B)
The successful candidate will possess creative idea generation coupled with implementation ability and exceptional rapport-building and communication skills. Must be able to prioritize, multi-task and meet deadlines in a fast-paced, team-focused environment. Qualified candidates must possess excellent organization and writing skills, with strong attention to detail. Position requires BA/BS preferably in marketing, advertising or related field, 4+ years sales, retail and/or marketing experience, and solid experience in working closely with major national resellers (such as office superstores, warehouse clubs, book retailers, and mass merchants). *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Administrative Assistant, Marketing (IDG/B)
We are looking for a team player to provide administrative support to the marketing director and marketing department. This position requires strong organizational and clerical skills. Responsibilities include the smooth day-to-day functioning of the department including general office support, coding all invoices for marketing, establishing a more robust PO database, and special project assignments as directed. Must have strong computer skills specifically with MS Office applications. Excellent verbal and written communication skills are a must with at least 1 year office experience. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbooks.com

Assistant Manufacturing Buyer, Reprint Components (IDG/B)
While acting as vendor liaison, this position will provide support to all departments in the purchases of reprint components including covers, CDs and 3.5 media. Additionally, the buyer will issue and monitor purchase orders, establish schedules, investigate job progress and perform quality control. Success demands 2 years' related experience and moderate printing knowledge. A bachelor's degree in graphic arts or business is preferred. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: speters@idgbooks.com

Public Relations Manager (NW)
This highly visible position reports to the Director of Marketing. Position is primarily focused on increasing and enhancing the awareness of NWW through traditional and innovative public relations activities, positioning NWW as the industry expert among local, national and marketing press. Individual will develop a public relations strategy and annual plan, write and distribute press releases, coordinate press tours, create innovative PR events, develop press kits and serve as a liaison between NWW and the media. Individual will also handle various marketing related activities. Qualified candidates must have 3+ years of PR experience, high tech, publishing or agency experience preferred. Individual must also have strong communication (oral and written) skills, proven track record developing good relationships with the press and managing press tours/events, and have strong computer skills. Ability to work independently and in a team and ability to work in a fast-paced environment and meet aggressive deadlines required. *Location: Framingham, MA*
Contact: M. Brunaccini , Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Account Manager (PCW)
The Sales Account Manager will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining professional and consistent performance in fulfilling all sales goals. Major areas of responsibilities include advertising prospects, customer support, report generation, file maintenance and credit clearance. Prior experience in selling ad space for a computer publication is required as well as contacts in the industry. *Location: San Francisco, CA*
Contact: B. Hanck, Fax: 310-312-8048, Phone: 310-312-8008, Email: bill_hanck@pcworld.com

Human Resources Assistant (PCW)
The HR Assistant will serve on and support the Human Resources team in all its functions, with specific responsibility for job posting, resume tracking, recruitment support, payroll processing, HRIS entry and reporting, record keeping, time and attendance tracking, coordination of training programs, and general administration. The HR Assistant will be expected to provide accurate and timely responses to employees' HR-related questions. Candidates must have a Bachelor's degree or equivalent with at least 2 years work and administrative experience and excellent interpersonal, communication, and general computer skills. Candidates should also be customer-oriented, approachable, responsive, and detail-oriented. Must love to organize! *Location: San Francisco, CA*
Contact: K. Coldwell, Fax: 415-974-7316, Phone: 415-978-3290, Email: kate_coldwell@pcworld.com

Director of Consumer Marketing (PCW OSG)
The Director of Consumer Marketing will be responsible for developing, managing, and executing the consumer marketing strategy across multiple sites, brands and products in the key areas of audience acquisition and marketing, database management, business development, reporting, analysis, and list rental with the objective of optimizing and growing current and potential revenue streams. The ideal candidate will have an in-depth knowledge of print and internet publishing with a minimum of 5 years traditional publishing experience and an emphasis on subscription/member acquisition and marketing. In addition, the candidate must have strong project management and organizational skills along with proven leadership capabilities, and a high degree of energy and enthusiasm for Internet publishing.
Location: San Francisco, CA
Contact: N. McLaughlin, Fax: 415-974-7491, Phone: 415-978-3109,
Email: noel_mclaughlin@pcworld.com

Inventory Analyst (IDG/B)
A self-motivated individual is needed to manage inventory from binderies to warehouses and perform forecasting and allocation of all stock. Responsibilities include recommending reprint timing and quantities, reconciling inventory, certifying cycle counts, coordinating shipping instruction/transfers and developing exception reports. A bachelor's degree in business or equivalent experience in the publishing industry is required along with 3 years' experience in inventory control and knowledge of warehouse and accounting functions. Computer skills in MS Office applications required. People skills required.
Location: Indianapolis, IN
Contact: S. Peters, Fax: 317-596-5230, Phone: 317-596-5571, Email: speters@idgbooks.com

Inventory Control Clerk (IDG/B)
Responsibilities include assisting with data entry, providing vacation relief for coordinator positions and assisting in special projects. High school diploma and computer skills in MS Office applications required. Candidates must be able to interact with sales force, manufacturing, warehouse and bindery personnel.
Location: Indianapolis, IN
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: speters@idgbooks.com

Office Services Assistant (IDG/B)
The primary responsibility for this position will be to fulfill facility service requests (including repairs and maintenance), coordinate and archive off-site furniture storage, assist with new hire work space set-up, and provide back-up for receptionist position. Candidates must have 2+ years' related experience with exposure to computerized tracking systems and the ability to lift 50 pounds and pull 365 pounds on a utility cart. Computer literacy with working knowledge of Excel and Word is a must. Must have strong interpersonal skills with the ability to handle multiple projects. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Paper Purchasing & Manufacturing Projects Coordinator (IDG/B)
This deadline-driven performer is responsible for conducting timely, cost effective and accurate paper inventory control as well as manufacturing/product tracking and coordination. Requirements include 1 year general business experience working knowledge of Excel, Access, Word and Outlook and excellent analytical skills. A bachelor's degree in graphic arts or business is preferred. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: speters@idgbooks.com

Assistant Art Director (IFW)
InfoWorld is looking for an Assistant Art Director to coordinate art and design pages for assigned sections in the magazine. You will work closely with editors and copy editors to develop art ideas. You will also have the opportunity to commission illustrations and photographs for publication. A working knowledge of Quark, Illustrator and Photoshop and a proven track record as a designer is required.
Location: San Mateo, CA
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Editorial Assistant (IFW)
InfoWorld is seeking an Editorial Assistant to work in its News Department. Responsibilities include tracking departmental spending, maintaining timesheets, answering customer service e-mail, performing general office administrative duties, and doing some reporting. Candidates should be organized, punctual, creative, and have previous experience in office administration and/or journalism.
Location: San Mateo,CA
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Sales Associate (IFW)
InfoWorld is seeking a Sales Associate for its BDG department. This position will provide sales support to eight account executives in terms of lead generation and enhancing client relationships; manage the coordination of material and data associated with the advertising sold by account executives; and support the advertising director in the financial reporting and general support of the department. The position requires 2-5 years business experience, including excellent phone skills and familiarity with Microsoft Office, Lotus Notes, ACT!, and Quark Express. *Location: San Mateo, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Associate Editor, Test Center (IFW)
InfoWorld seeks an Associate or Senior Editor to plan, develop, and edit feature-length Test Center comparisons and technical analyses and timely product reviews of enterprise software and solutions, as well as follow beats, coach in-house and freelance writers, and represent InfoWorld at industry events. Two-three years of journalism experience required, computer publishing preferred. Top-notch writing and editing skills are a must; knowledge of corporate computing a plus. *Location: San Mateo, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

IS Manager (IS)
The Industry Standard is currently seeking an IS Manager. The IS Manager will design, implement and maintain all technical aspects of plant wiring and power requirements; specify, purchase, install and maintain all computer equipment; provide user support and training; and act as the company's liaison with service bureaus, MIS, and vendors. This individual will also work with landlords, electrical contractors, architects and designers to develop cost effective and technically appropriate power and network wiring systems for all installations, provide necessary information for informed decisions on networking solutions, maintain computer equipment fixed asset inventory, and provide reporting to senior management for informed budget considerations. Will act as resource for dissemination of technical information. Thorough knowledge of microcomputer architecture, Windows NT, PC and Mac proficient, LAN, WAN, and Outlook technology, and applications required. Needs to be proficent in telecommunications. Supervisory experience required. *Location: San Francisco, CA*
Contact: T.Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Director of Finance (PCW OSG)
The Director of Finance will be responsible for preparing budgets and forecasts, developing models and preparing financial analyses, tracking and monitoring performance of business units against plan and providing general assistance in all areas of financial management. Candidates should have a BS in Accounting or equivalent work experience, excellent communication and organization skills, and a minimum of 3 years experience in publishing and/or internet financial management.
Location: San Francisco, CA
Contact: M. Buckingham, Fax: 415-974-7491, Phone: 415-978-3308,
Email: madeleine_buckingham@pcworld.com

Online Billing Manager (PCW OSG)
The Billing Manager will be responsible for the overall billing process for the PC World Online Technology Network. He/she will work with IDG to develop and improve the corporate billing system to meet the unique needs of the online advertising billing system and will work with clients, collections and sales to resolve collections issues and disputes. Other duties include maintaining client campaign files, generating monthly financial reports, and supervising the billing coordinator. Candidates should have an accounting background and strong technical skills. They must be able to work independently and also have strong interpersonal skills. Attention to detail is key. *Location: San Francisco, CA*
Contact: E. Wayman, Fax: 415-974-7491, Phone: 415-978-3377, Email: erin_wayman@pcworld.com

Senior Editor, TipWorld (2) (PCW OSG)
Along with the Executive Editor, the Senior Editors will manage the day-to-day editorial operations of TipWorld, including writing assignments, content editing assignments, writing and editing. Will help develop and implement a process for hiring and training freelance and staff writers and editors to produce timely, competitive, instructive information on a variety of topics. With the Executive Editor, will develop the overall goals, content, look, and feel of TipWorld's E-Services. Will serve as liaison between content creators and the copyedit staff. Candidates must have an in-depth knowledge of E-mail publishing, the internet, and the World Wide Web. A minimum of 4 years editorial experience required. Must have excellent writing and editing skills and a proven ability to manage projects and meet deadlines. A BA in English or Journalism and some supervisory experience preferred. *Location: flexible*
Contact: J. Welp, Fax: 415-974-7491, Phone: 502-722-9272, Email: jim_welp@pcworld.com

TipWorld Copy Editor (PCW OSG)
This position will be responsible for copyediting and proofreading 3 to 4 one-month batches of tips per day (a one-month batch consists of approximately 22 daily tips), inputting all copy editing changes electronically, and submitting copy to production in a timely manner. He/she will also be responsible for tracking dates to ensure that an adequate supply of content is in production at all times. Qualified candidates will have 2- 3 years of experience copyediting and proofreading. Must have a good working knowledge of The Chicago Manual of Style, be able to work well under pressure, and be able to adhere to deadlines. *Location: flexible*
Contact: C. Crosby-Lampkin, Fax: 415-974-7491, Phone: 502-477-6157,
Email: cecilia_crosby-lampkin@pcworld.com

Newly launched competitor not viewed as threat

The launch of a direct competitor to *IT-Branchen* just two days after its debut in the Danish market does not appear to have ruffled many feathers at IDG Denmark. Although CMP Media's *Computer Reseller News (CRN) Denmark* will go head-to-head with *IT-Branchen*, the latter's Editor-in-Chief **Finn Morsing** is counting on IDG's 19-year history in Denmark to give it the edge.

"We are the only end-to-end IT publisher in Denmark," Morsing said. "The market knows us, and we have an outstanding reputation. Other IT publications come and go, but we remain." Last year, three magazines left the market, Morsing added.

In contrast to IDG's careful six-months-plus of planning for the launch of *IT-Branchen*, Morsing noted that CMP launched its first Nordic CRN publication in March in Sweden. "Now, barely two months later, they've decided to expand into Denmark also."

With a total population of 5 million, only 9,000 of whom comprise the target market for a channel publication, Denmark is not big enough for two channel magazines, Morsing said. "There is not enough revenue to support two magazines, so it will be a winner-takes-all situation. We see *IT-Branchen* as a long-term strategic magazine that is here to stay with a minimum of 11 issues per year. At the same time, we cover the IT industry with *Computerworld* every Tuesday and Friday with a total of 88 issues per year. I can't see how it's possible to compete with this setup."

Danish channel publication

continued from page 1

Morsing also pointed to another project that his publication is working on that could be replicated throughout the region. "Next month's issue of *IT-Branchen* will contain a 144-page supplement called 'Computerworld IT Top 100.' The 'IT Top 100' is a complete listing of Denmark's top 100 IT companies. It's become a bible used by the industry, CIOs, venture capitalists, competitors and foreigners who want a Danish overview. This success can be copied."

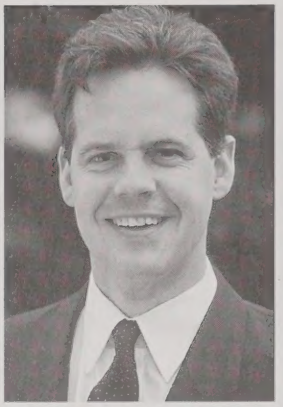
Morsing said he hopes that the four editors can provide each other with news tips on an ongoing basis. He also hopes to hold Nordic channel product line meetings in which the editorial teams will focus on ways they can enhance their cooperative ventures. "This is not possible for a lot of the IDG publications, and I say this as an IDG and *Computerworld* veteran. But for the Channel World publications, the situation is different. Distributors and resellers are very fragmented in the Nordic region, with both local and regional vendors. This serves to unite our reseller publications in this region. The information does not come from the U.S. It is local. So I say, 'Let's share our information in the region. It makes us all stronger and we lose nothing.'"

Morsing said that editors from the channel magazines in Sweden, Norway and Finland have been invited to attend the official launch party for *IT-Branchen* in June. He hopes that will set the tone for a close working relationship among the Nordic channel publications.

IT-Branchen will have a monthly controlled circulation of 9,000 that includes traditional distributors, dealers, marketing managers, product sales personnel and Internet e-commerce developers and strategists. Launched simultaneously with the print edition, the magazine will also be available on the Internet at www.itbranchen.dk.

In an effort to be responsive to its readers, *IT-Branchen* has formed an advisory board that includes 11 top-level managers from companies including Cisco, Ingram Micro, Compaq, Merkantildata and local Danish IT telecom and Internet providers. *IT-Branchen* will host two advisory board meetings per year; the first meeting took place in Tivoli Gardens on the day of the launch of the premiere issue. "We received very useful input from this group, all of whom said they were honored to be asked to participate."

Morsing may be reached at f.morsing@idg.dk. More information about IDG's Channel World product line may be found at www.idgchannelworld.com. WU



Finn Morsing, *editor-in-chief*

Lisbeth Egeskov*, managing editor*

Rune Michaelsen*, senior editor*

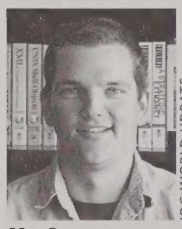
Berit Ellegaard*, design manager*

IDG's Channel World product line numbers 28

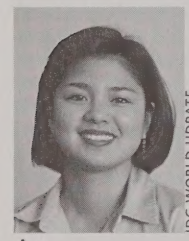
Australian Reseller News
Australian Reseller News Integrator
business IT Romania
Channel World Philippines
China Computer Reseller World
ComputerPartner Benelux
ComputerPartner Italia
ComputerPartner Germany
ComputerPartner RETAILmagazin Germany
ComputerPartner VARmagazin Germany
ComputerPartner Österreich (Austria)
Dealer World Portugal
Dealer World Spain
Dealer World 15 Spain
Distributique France
IT-Branchen Denmark
IT-Branschen Sweden
IT-Bransjen Norway
IT-Kanava Finland
Microscope U.K.
Network Reseller Magazine U.K.
New Zealand Reseller News
Reseller World Middle East
Solutions Integrator Brazil
Solutions Integrator U.S.
South China Computer Reseller World Hong Kong
The VAR U.K.
The Weekly Channel SA (South Africa)

noteworthy people

Genovese

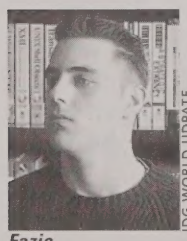


MacSweeney



Lee

Mezzetta



Fazio

Promotions

IDC Associate Analyst Personal Systems **Schelley Olhava** has been promoted to research analyst, Personal Systems, in the Mountain View, Calif., office. "Schelley has been performing at a level justifying her new title since soon after she got here, said **Roger Kay**, research manager, Personal Systems. "Shortly after her arrival, she took over the Weekly Update and a few months later had gotten both arms firmly around it. She also contributes a strong voice in vendor briefings, has become a key player in the bulletin-production mill that we run here in the group, and is getting increasing visibility with the press. She also handles a high inquiry load and, with an eye toward program growth, involves herself with the sales process."

Frank Genovese, *CIO*'s Eastern Regional Director/ Advertising Sales, has been promoted to the newly created position of vice president of business development. "Frank has been the head of our Eastern Region sales for the past eight years and has increased our revenues almost 1,000%," said IDG Communications President and CEO **Joe Levy**, formerly CIO president and CEO. "He is uniquely suited to champion continued growth across the CIO enterprise." His new role will entail spearheading development initiatives and working with *CIO* customers to create custom marketing plans.

New employees

Previously an account executive with The Jeffrey Group, **Raisa Romaelle** is now a marketing/sales associate with *PC World Latin America*. She graduated with honors from the University of Miami with a B.S. in communications and a B.A. in English literature. She is also a "singer, dancer and actress, but a writer above all else. Poetry is my passion," she said.

Network World has hired **Gregg Linde** as an event producer. He was previously a conference manager with Horizon House Publications' *Telecommunications Magazine*. He earned a B.S. in mass communications from Emerson College in Boston and enjoys sports and spending time with his family, particularly his new son.

PC Support Specialist **Brian Wood** comes to *Network World* from Lexicon, Inc. where he was a desktop support specialist. He has studied music performance and audio recording at the University of Lowell (Mass.) and Boston's Berklee College of Music. Away from the help desk he enjoys music and radio-controlled airplanes and is awaiting the birth of his second child.

Jason Warner has been hired by Mac Publishing as a Web production assistant in its online division. He previously worked in direct sales for Macromedia. He has a degree in business economics from Portland (Ore.) State University, and his interests outside the office include "golf, golf and more golf."

Colleen Cowhard is the new receptionist at *The Industry Standard*, coming from Cooley Godward in San Francisco where she worked as a litigation paralegal. She earned a B.A. in English literature from Boston College and enjoys writing and traveling.

IDG Books' Foster City, Calif., office has made a raft of new hires. Development Editor **Robert MacSweeney** was previously an editor with Information Access Co. He holds a B.A. in history and English from the University of Wisconsin/ Madison. He likes to ski, surf and play tennis.

Product Marketing Specialist **Wendy Lee** comes to IDG Books from Frost & Sullivan where she was a marketing coordinator. She earned a B.S. in business administration with an emphasis on marketing from the University of San Francisco. She enjoys golf and cooking and is the co-founder of *Zeal*, "a magazine for people in their 20s," a quarterly that just published its second issue.

Previously a promotions marketing temp with IDG Books, **Christopher Mezzetta** is now a full-time online marketing assistant. He graduated from the University of California/Davis with a B.A. in English and history. He likes jazz, basketball and snowboarding and is engaged to be married in October.

Systems Specialist **Adam Fazio** was previously a graphic designer with Andersen Consulting in San Francisco. A songwriter/ keyboardist/guitarist, he studied music at Diablo Valley College in Pleasant Hill, Calif., and recently released his first CD with his band, The Hit Men. He is also the proud father of a baby boy.

A recent graduate of UCLA with a B.A. in psychology, **Allison Pierce** has relocated to San Francisco and taken a job with CIO Communications as an advertising sales assistant. She enjoys writing, tennis and kickboxing.

Etc.

After four and a half years of evening studies at the F.W. Olin Graduate School of Business at Babson College, IDC's **Bryan Donovan** graduated this month and received his M.B.A., *summa cum laude*. Bryan focused on marketing and entrepreneurship, a discipline for which the school has received national recognition (the evening program is ranked ninth in the nation for part-time MBA programs). By taking advantage of IDC's tuition reimbursement policy, Bryan was able to gain knowledge and benefit IDC both in his previous role as analyst/account manager and in his current role as account executive for growth sales.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

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How I.D.G. Builds Knowledge-Based Brands on Seven Continents

by

GLENN RIFKIN

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S&B

How I.D.G. Builds Knowledge-Based Brands on Seven Continents

This publishing and research company creates high-performance brands in country after country. It does so by sticking to its entrepreneurial roots.

By Glenn Rifkin

WHILE TIME-WARNER INC., the News Corporation, the Hearst Corporation, McGraw-Hill Companies and Dow Jones & Company grab all the attention when people are discussing media and publishing empires, one Boston-based company has remained largely off stage: the International Data Group. For the past 35 years, though, its founder has made prescient bets and built enduring brands in the world's fastest growing industry.

Targeting the nascent information technology marketplace in 1964, I.D.G.'s founder, Patrick J. McGovern, foresaw a burgeoning global marketplace for computers. Fresh from the campus of the Massachusetts Institute of Technology, Mr. McGovern predicted a growing audience for information about technology, along with computer vendors anxious to reach that audience.

Today, at 61 years old, Mr. McGovern is a billionaire and I.D.G. has mushroomed into a company with some staggering statistics: 1997 reported revenues of $2.05 billion, 9,000 employees, 290 computer newspapers and magazines published in 75 countries (including its signature brands: Computerworld, Infoworld, PC World, Network World and CIO). The company's market research arm, the International Data Corporation, operates in 41 countries and within more than 500 market segments. Its nine-year-old publishing venture created the hugely successful "For Dummies" series that started with how-to books for personal computer users and now includes more than 350 titles and 50 million books in print. Then there are its 225 Web sites and a profitable trade-show business responsible for about 100 media expositions.

Glenn Rifkin has covered technology for The New York Times and has written for the Harvard Business Review and Fast Company. He is co-author of the forthcoming book "Radical Marketing," to be published by Harper Business in February 1999.

Even within the world of trade publications, I.D.G. has an international presence that dwarfs its nearest competitors: Ziff-Davis Inc. and CMP Media Inc.

The formula used to create such success is unusual. For example, I.D.G. is the only major media company exclusively focused on information technology. While competitors, including Cahners Business Information and Ziff-Davis, have viewed information technology as just one market segment, I.D.G. has strayed little — thereby creating a vast and loyal base of readers and advertisers.

AN INTERNATIONAL CONFEDERATION

The affable but enigmatic Mr. McGovern has created a loose confederation of independent businesses built on individual brands. While competitors concentrated on the 80 percent of the world's technology business that was based in the United States, Mr. McGovern created a global business structure. He started doing business in China in 1978, for example, and now I.D.G. is the largest international publisher in a country that promises to become an extremely lucrative market in the 21st century.

At home, before the options-based Silicon Valley business model became de rigueur, Mr. McGovern built a large and loyal staff with lucrative bonuses and a widely praised employee stock option plan that has made hundreds of long-term employees millionaires. In the process, he erected an empire with high barriers that would keep competitors at bay, all while remaining disarmingly conservative in style, decidedly unlike Rupert Murdoch or Ted Turner.

I.D.G.'s decentralized management structure is legendary in high-tech publishing. Mr. McGovern keeps a tiny corporate staff and makes individual business units responsible for their own bottom lines. As a corporate entity, I.D.G. is kept in the background in favor of building the brands of the individual publications and research business units. Mr. McGovern, though, keeps tight control of strategic planning as head of the company's executive committee. He easily disposes of some business plans, while favoring a "let's try it" approach (one of his 10 corporate values) to preserve products that to others appear lifeless.

For example, he poured tens of millions of dollars into a personal computer publication called Infoworld for more than a decade, even though it initially showed lackluster results and his staff advised him to fold it and acquire an existing publication such as Byte magazine. Today, Infoworld is the company's most profitable product, which easily competes in the desktop computing market against the Ziff-Davis publication PC Week. Though his "loose/tight" management style has sometimes confounded employees, in the end, no one can argue with Mr. McGovern's brand-building skills.

BRAND-BUILDING LESSONS

Kelly Conlin, I.D.G.'s president — a Harvard University graduate who tried journalism first at The New York Times and CNN — has spent the past decade working closely with Mr. McGovern. He notes that there are five key lessons Mr. McGovern has taught him about building brands:

1. A brand must be built globally. In I.D.G.'s market, a domestic brand is a limited brand.
2. Brands need champions — people who are passionate about the brand and who can act as articulate spokespeople for the brand. They must always be looking for the next opportunity to extend and nurture the brand.
3. Brands require creativity. Brands cannot be put in a straitjacket and locked into place, but must be intelligently extended.
4. The organization must share its best practices. There is no monopoly on innovation. A company needs a system and mechanism in which a good idea can be replicated quickly throughout the brand family.
5. There must be a brand point of view — a consistency and rigor to the branding process. The "let a thousand flowers bloom" point of view will not work. There has to be a plan for the brand and brand stewardship on the part of company executives.

With these tenets as a foundation, I.D.G. has nurtured a set of brands that have thrived — domestically and globally. The I.D.G. corporate brochure, with postage-stamp-sized covers of all its international publications, stretches out to more than five feet. A new I.D.G. publication is introduced somewhere in the world

every month. What is most notable is that each country contains the same titles as those found in the United States. Computerworld begets Computerwoche in Germany, which begets China Computerworld, which begets Computerworld Brazil — all independent publications, sharing the same name and target audiences but with locally produced editorial content. I.D.G. boasts that 90 million technology buyers read its publications weekly, a powerful selling message, especially as giant computer vendors such as the International Business Machines Corporation, the Hewlett-Packard Company and the Compaq Computer Corporation start buying more advertising on a global basis. Central advertising buying has been growing 30 percent annually for I.D.G. publications and now represents nearly 10 percent of the company's revenues, up from just 2 percent five years ago.

"If you are driven off a single brand and have a disproportionate amount of your profits in that brand, when the market turns against you, you can see steep declines," Mr. Conlin explained in an interview. "Our approach is not to publish one magazine for all countries. It won't match local customer interest and it creates undue risk for a single product. We believe you have to look at the brand through the lens of the audience you are serving." So today, even while growth in Computerworld in the United States has flattened in recent years, revenues for the Computerworld brand worldwide continue to grow 15 percent annually, and the company estimates that its 47 Computerworlds in 52 countries are read by 12 million technology professionals every week. By comparison, Ziff-Davis's PC Week is published in 11 countries and CMP's InfoWeek in six.

WEAVING A WEB FOR BUSINESS

Because of his early and steadfast commitment, Mr. McGovern has built an international powerhouse that can now leverage its global ubiquity as a major competitive advantage on the Internet as well, offering hundreds of locally run Web sites with the ability to share data and resources.

While I.D.G. publications are part of a broader family, they are not tightly managed in a central fashion, Mr. Conlin says. "We're not Clorox bleach," he states. "We don't have a three-ring binder of all the rules for the brand. But there is a consistency in how we manage the brand. It's network driven rather than hierarchically driven."

Mr. McGovern believed early on that the only way to be effectively responsive to a market was to have local managers running the show who could make decisions quickly without having to rationalize every move to a central authority. Thus, the network that drives the brand is self-policing and responsible for that brand. "What gives a brand great value is to have teams of people who spend all their time focused on that one product," Mr. McGovern says. "In that sense, we're more like Procter & Gamble. Buyers of soap can't tell you who the parent company is and our readers generally don't know what I.D.G. is."

Leveraging brain power is a major benefit to the brand. Country managers meet regularly and share ideas and content in a way that competitors can only envy. Three years ago, I.D.G. initiated its Global Product Support Centers, where managers of different publications come together to share best practices and new ideas. In this peer-oriented, sharing culture, good ideas get replicated quickly around the world. PC World Germany, for example, completed a brand awareness survey two years ago that included interviews with 10,000 desktop computer buyers who were asked to rate the best brands among Dell, Compaq, I.B.M. and others. The survey proved to be a useful tool to the computer vendors in understanding the needs of buyers and resulted in increased advertising revenue for the publication. The idea was presented at PC World's Global Product Support Center and was quickly adopted by five

"What gives a brand great value is to have teams of people who spend all their time focused on that one product," Mr. McGovern says.

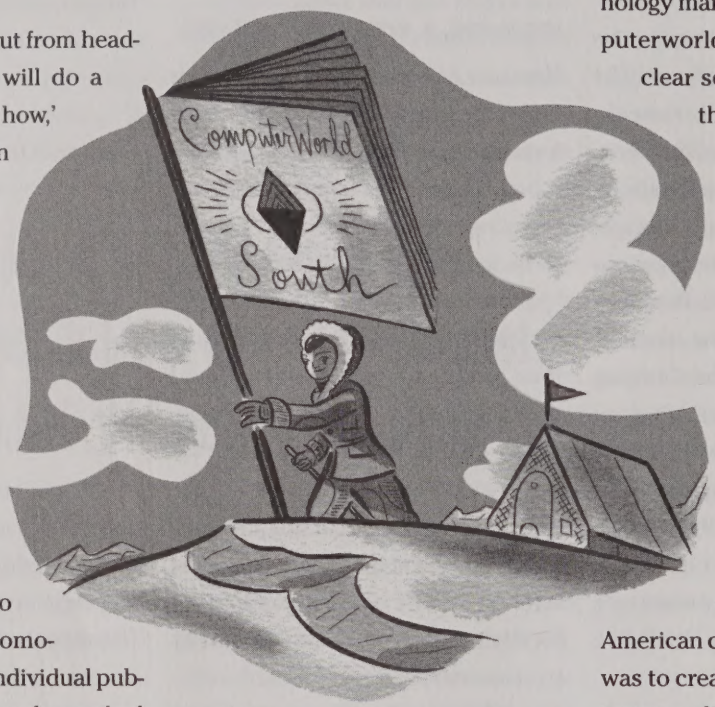
other countries. The following year, 15 more countries joined in. The results, which were positive for each individual country publication, coalesced into a 20-country PC survey that I.D.G. can leverage widely with its advertisers.

"If we sent a note out from headquarters saying, 'you will do a brand survey and here's how,' we would have gotten nothing but resistance and reasons why it wouldn't work," Mr. Conlin says. "This process is driven instead by market needs and by peers."

I.D.G.'s Market Services Group also leverages its global presence by bringing together advertisers who sponsor worldwide promotional campaigns with individual publications. I.B.M., for example, worked together with Computerworld to create its Global Innovator Series, an editorial project in which computer innovators in 25 countries were identified and profiled in an I.B.M.-sponsored special issue. In this way, the whole becomes more than the sum of its parts.

CLAIMING THE LAST CONTINENT

The breadth of the I.D.G. concept and empire captivates Mr. McGovern. In 1997, he trekked to Antarctica, braved hurricane-force winds and camped in a tent in temperatures of 40 degrees below zero, in order to introduce Computerworld South Pole. This made it possible for him to brag that I.D.G. had a presence on all seven continents on earth — a bit of well-earned showboating and the culmination of a dream even he could not have had 35 years ago.



A genius, some say, is a rising market — but you have to see it coming. Mr. McGovern started his company in a small gray house in Newton, Mass., in 1964. "Pat was absolutely a prophet," says Jack Edmonston, editor of Computer Advertiser's Media Advisor, an industry newsletter. "He saw that the computer would revolutionize the way society functions and never wavered for a second on the idea that computers would become ubiquitous."

The International Data Corporation, Mr. McGovern's initial effort, provided research reports and newsletters to computer users. But Mr. McGovern discovered a more lucrative route to success. Three years after founding the company, he realized computer manufacturers would gladly pay monopoly rents to reach the decision makers in the growing technology marketplace. He started Computerworld in 1967 and instituted a clear set of policies that became the benchmark for I.D.G.'s expanding library of publications.

Computerworld identified a target audience — in the early days of the computer revolution, these were the white-coated data processing professionals who tended to the data entry needs and the care and feeding of the room-sized mainframe computers in American corporations. "Our mission was to create a relationship with that target audience and establish the attributes of the brand," Mr. McGovern recalls. Among the attributes: a trusted product of high quality that would interpret information, make it actionable and stimulate discussion in an expanding community.

Though other publishers such as McGraw-Hill, Cahners and Penton Media Inc. put stakes in the same turf, I.D.G. displayed a tenacious commitment to its core audience that was unmatched. Computerworld quickly became an industry bible and a must-buy for advertisers. Its growth was stunning and fueled the profits for I.D.G. for the next three decades. Though its growth has recently

slowed and current competitive pressures have forced Computerworld to rethink its strategy, the publication remains one of the top four brands in its field, along with sister publication Infoworld and rivals InformationWeek from CMP and PC Week from Ziff-Davis. After Computerworld and Infoworld, I.D.G. introduced similarly successful publications — PC World, Network World, Federal Computer Week, MacWorld and CIO magazine — all of which are the No. 1 or No. 2 publications in their respective markets.

RISK-TAKING ABILITY

In hindsight, it seems like an easy bet. Today, the information technology sector accounts for a stunning 40 percent of all trade advertising revenues, but 30 years ago the future was far murkier. When other publishers wavered or hedged their bets by pushing into other venues, Mr. McGovern stuck with his vision. Each publication would stay with its target readership. Different audiences have different decisions to make, Mr. McGovern reasoned, and he never hesitated to introduce a new publication to address a nascent market.

Tenacious, yes. Willing to take risks, also yes. Mr. McGovern seemed to take ideas further than others. For example, he put the word "international" in his company's title and employed the word "world" in his initial publication. Though others scoffed at the time, Mr. McGovern foresaw a worldwide market for computers and decided early on to plant the seeds of his empire around the globe. Indeed, rather than start other publications in the United States, Mr. McGovern's priority was to take Computerworld to other countries and start the same publication overseas. "It was absolutely unique," says Mr. Edmonston, a former I.D.G. executive. "Nobody was doing that then, and he didn't license the publications. He owned wherever he could."

The business model was consistent, according to Bill Laberis, a former editor of Computerworld who now runs a custom publishing business in Holliston, Mass. Mr. McGovern would find a publisher that was successful, take brands established in the larger countries and plant those brands in the smaller countries. Because he was a hands-off manager, Mr. McGovern would allow successful local publications to operate under their original brand names, but he also nudged them to take advantage of the brand power of I.D.G.'s publications. Data News, for example, was Brazil's top computer publication and a part of the I.D.G. family. It kept its own name for years after Mr. McGovern acquired it, but in 1991 the publication changed its name to Computerworld Brazil and revenues jumped 50 percent in a single year. Similarly, an Apple publication in France called Golden changed its name to MacWorld France and saw an immediate spike in advertising and subscriptions.

Mr. McGovern started his first overseas publication in Japan in 1971 and ventured into China seven years later. China Computerworld started in 1981 and is now the dominant computer publication in that vast market. Mr. McGovern was recently awarded honorary citizenship in China for 20 years of doing business there and was given a Chinese passport. So successful has I.D.G. been in China in recent years that the company has been approached to use its infrastructure there to publish such consumer brands as Esquire, Cosmopolitan and Men's Health.

Like other great success stories, I.D.G. benefited from luck, timing and favorable business conditions. Mr. Edmonston points out that as I.D.G. continued to grow in the 1970's and 1980's, giant rivals such as Cahners and McGraw-Hill tried to compete for what was obviously a lucrative market. But as publicly held companies competing against the closely held I.D.G., they were prisoners of quarterly earnings numbers and shareholder scrutiny. "When you launched something, every nickel came from the bottom line," Mr. Edmonston said. "It was impossible for them to launch because they couldn't stay with the publications long enough to succeed. They had to make their numbers quarter to quarter. I.D.G. could stick with something until it worked."

OUTSIDE THE CIRCLE

Because of its decentralized nature, I.D.G. has been able to nurture businesses outside its core publishing efforts. One of its early failures, a traveling global computer trade show called Computer Caravan, was reborn years later as a highly successful trade show and conference business. I.D.G. Books, a relatively recent addition to the corporate stable,

Taking the Fear Out of It All

John Kilcullen, the 38-year-old president and publisher of I.D.G. Books, might consider another addition to his hugely successful stable of books: "Brand-Building for Dummies." Over the past nine years, Mr. Kilcullen has done nothing short of revolutionize the book industry by creating a publishing brand built not on the traditional author-based model, but on two catchy title words that speak volumes and, better yet, sell volumes.

The "For Dummies" books, starting with the innovative "DOS for Dummies" in 1991, have fueled tremendous growth for I.D.G. Books, with more than 350 titles and 50 million books in print. The concept has moved from books into CD's, board games and videos — even a television show is being considered. Not surprisingly, competitors have sprung up trying to cash in on the same market.

Fueled by the seemingly limitless expansion of the brand, I.D.G. Books has become a highly profitable, $150 million enterprise. In 1998 it became the first business unit of I.D.G. to offer its shares to the public. Simultaneously, Mr. Kilcullen has himself become a media darling, a brand-builder extraordinaire who has been written up in People magazine, Time magazine and The New York Times.

All this seemed like a pipe dream back in 1991. I.D.G. Books was a struggling startup venture within I.D.G., publishing uninspiring technical books, when Mr. Kilcullen remembered a dinner conversation with a friend a few years earlier. His friend had been in a bookstore and overheard a customer asking for a how-to guide for Microsoft's DOS operating system. "I need something easy for someone like me, you know, like DOS for Dummies."

has flourished due, in no small part, to Mr. McGovern's willingness to nurture an entrepreneurial environment. Its research arm, I.D.C., which was the company's first business unit, has grown into a $125 million worldwide brand, the leading information technology research company in the world. I.D.C.'s 500 research analysts produce widely quoted market numbers, industry forecasts and analysis. Competitors such as Dataquest Inc. and The Yankee Group have been acquired and subsumed into advisory companies such as Gartner Group.

Like its sister business units, I.D.C. is extremely focused on preserving its high-profile brand. "We invest a lot in maintaining that brand," says Kirk Campbell, president and chief executive officer of I.D.C. To that end, I.D.C. does more primary research than its competitors and produces more than 300 end-user and channel surveys each year. In a business where a high profile translates into revenues, I.D.C. actively encourages its research analysts to develop press contacts. Mr. Campbell boasts that nearly one-third of all information technology press quotes come from I.D.C. research analysts, and he has hired a public relations company to tout the company's Internet research. Although these research analysts are not directly compensated for being quoted in the press, such contact is tracked carefully, according to Mr. Campbell. "In the long run, we do expect that if a person is going to be a research guru, they need to provide quality research, give speeches and get quoted in the press," he says.

Unlike its parent company, I.D.C. operates as a single global business with offices in 41 countries and nearly 800 employees worldwide. In the decade that Mr. Campbell has run I.D.C., the research company has developed more joint projects and conferences with most of the company's

The name stuck in Mr. Kilcullen's head, and by 1991 he realized I.D.G. Books needed some radical thinking to break out into a viable business. Mr. Kilcullen had worked for a year on Madison Avenue for a leading ad agency and had been highly influenced by the lessons in building brands and establishing consumer markets. His conversations with colleagues at I.D.G.'s many successful publications kept coming back with the same message: The dummies approach was demeaning and not in concert with the company's image. They suggested titles such as "The PC World Guide to DOS."

Like other successful entrepreneurs, Mr. Kilcullen followed his own instincts. He had always wanted to create a consumer business and here was an untapped opportunity. "Let's get the masses tuned in to the computer revolution," he said. The dry instructional books on the market were cumbersome, serious and unfriendly. With a little comic relief and the right attitude, a how-to guide could break out of the pack.

He found an author, Dan Gookin, and then created the template. The book would make a statement about learning in the morass of technobabble and undecipherable product documentation that characterized the computer marketplace. It would work on a simple customer premise: "You're smart but you're being made to feel dumb. Let us help you in plain, simple English and not take ourselves too seriously." The premise struck a deep chord with buyers both within the computer industry and out in the consumer marketplace.

"DOS for Dummies" was published in late 1991 despite the misgivings of Patrick J. McGovern, I.D.G.'s chairman, and other company executives who felt that the concept flew in the face of conventional wisdom and that the title might be too demeaning to customers, the information technology professionals who read Computerworld and other serious industry journals. But as Mr. Kilcullen recalls, to his credit, Mr. McGovern stuck to one of his 10 corporate values and said, "Let's try it!"

The initial print run was 7,500

top publications than in the past. Mr. Campbell noted that because I.D.C. is so dependent on hiring and retaining high-quality people, Mr. McGovern's decentralized, employee-focused strategy has been a key to I.D.C.'s growth and success.

"Mr. McGovern's strategy provides a much higher rate of both employee and customer satisfaction," he says.

INTERNET CHALLENGES

I.D.C., along with I.D.G. companies, has targeted the Internet as a crucial vehicle for future growth. Unlike competitors such as Ziff-Davis, I.D.G.'s approach follows its long-held strategy. Rather than create a single supersite like Ziff-Davis' ZDNET or Time-Warner's Pathfinder, I.D.G. is leveraging its global presence to create a network of resources. IDG.net thus becomes a gateway site to 225 other I.D.G. sites and gives customers both an access point and a navigational tool to get useful information from the company's wealth of data.

With its broad and deep network of companies, I.D.G.'s Web strategy is simple, according to Mr. Conlin: "We looked at the destination supersites that try to satisfy everyone from the chief information officer to the games enthusiast, and in every case study of media logic, the specific always drives out the general."

Like other publishers, I.D.G. is not yet ready to concede the future to the online world. "We don't view this as a transition from one medium to another but rather an extension of the brand from one medium to encompass another," says Rich Mikita, Computerworld's vice president and general manager of new media services. "We don't have a scenario plotted out in which the brand moves from print to online. We see both co-existing in both media for the long term."

In fact, the move to the Web has

and it immediately sold out. The book, with its unconventional, light-handed approach along with cartoons by popular computer cartoonist Rich Tennant, hit at what Mr. Kilcullen calls the crucial psychographics of the customers. Waldenbooks, at the time one of the nation's biggest book retailers, refused to carry the book. So Mr. Kilcullen took a grass-roots approach, went store to store and convinced retailers to carry the title.

He attacked the packaging with the same consumer-oriented point of view. He had read in a Forbes article about how the Detroit automakers used color to elicit emotion to sell cars. He learned that yellow was the most attention-getting color. Black and yellow, it turned out, were used on the international signs for caution, a perfect designation for dummies. And he conducted "the 10-yard test" on the new design. Could a customer see the name from 10 yards away when he walked into a store?

The packaging included elements that would support the concept of the brand. Every cover would look the same with a protest sign and chalk-like, children's lettering to promote the idea "that we're rebelling against incomplete documentation that leaves you frustrated and we want to learn at our own pace," Mr. Kilcullen says.

In developing a distinctive set of marks, Mr. Kilcullen created a trademarked look and feel for the product line and then set out to rigorously promote and protect the brand. It was a work in progress, but Mr. Kilcullen had his own definition for the four P's of marketing: positioning, packaging, point of sale and publicity. At the heart of his strategy was a simple premise: define the market to your advantage.

Brands, he adds, create an emotional link with a customer base. Once that link is established, there is a foundation on which to build. And Mr. Kilcullen built quickly and effectively, staying focused on technology titles but pushing the envelope and moving into uncharted territory for I.D.G.

By 1994, I.D.G. Books had two dozen "For Dummies" titles on the market, all in the high tech-

been a series of fits and starts in search of a winning formula. Mr. Mikita says that initially, Computerworld's site distanced itself from the publication, with an ampersand in front of the name and a message that the Web site was a distinct operation from the publication. "We were diluting the brand," Mr. Mikita admits. The editorial staff wrestled with the issue for many months, trying to retain the positive elements of a separate entity but leverage the strengths of the publication.

"It's important for publications to make their content available in this format," he says. "But to determine what we want the brand to represent in this different [medium] — not just to be a paperless print product — that's a harder proposition." The important question, he adds, is not when will the death of paper occur, but when does the center of gravity shift for the reading audience, and when for the advertisers. "Those questions don't necessarily have the same answers," Mr. Mikita says.

Computerworld's Web site designers realized that most subscribers were not interested in reading the publication online. They wanted access to breaking news, which led to a daily news section; more importantly, they wanted a resource. A search capability through I.D.G.'s vast network of data was critically important, and career-related information such as a job posting and search capability was also a draw. Like other online offerings, the site continues to be a work in progress, searching for a flexible model that will produce revenues and enhance the brand.

The site is advertising driven, says Mr. Mikita, and makes a small profit. He admits that if he were charged back for the editorial content, the site would not be profitable. But such is the benefit of being part of a global publishing empire. The con-

nology sector. The company broke out of that space with "Personal Finance for Dummies" in 1994 and its immediate success convinced Mr. Kilcullen that he could extend the brand well beyond initial estimates without doing damage. Not long after, he proposed "Sex for Dummies" with Dr. Ruth Westheimer as the celebrity author. I.D.G.'s executive committee, which was thrilled with the unexpected success of the series, balked at the move, claiming it corrupted the brand. "People wanted to believe that the Dummies brand stood for one kind of literacy," Mr. Kilcullen recalls. "I said, 'no, the premise is to revolutionize all kinds of learning: sex, sailing, fly-fishing. Any anxiety-producing topic, any need to know, like golf or wine, [was] fair game.'"

In a few years, Mr. Kilcullen succeeded in achieving the brand-builder's dream: becoming part of the popular lexicon. The familiar black and yellow covers dotted bookstore shelves in departments as diverse as gardening, cooking, baseball and computers. The EMI Group approached with a proposed joint venture to market music for dummies (there are currently 26 CD's on the market) and Pressman followed with board games. Music gets the brand into HMV and Tower Records, and toys take the brand into Toys "R" Us. Thus the brand becomes not only the driver of the consumer strategy but of the channel strategy as well. Offers have flooded in for so many different media, including movies and television, that Mr. Kilcullen hired International Creative Management in Hollywood, one of the largest talent and literary agencies in the world, to field offers.

Although the sky is the limit on subject matter, he is quick to point out that I.D.G. Books remains committed to the corporate mission: 290 of the 350 titles are focused on technology, and there are no plans to stray too far. But with the results thus far, Mr. Kilcullen is unlikely to get conservative anytime soon. He points out that he believes strongly in I.D.G.'s corporate values, particularly the unwritten 11th value: It is better to ask forgiveness than permission. SB

tent exists to be leveraged. The mandate is to find the best and most efficient means to do that.

In these early years of the Internet, the value proposition remains unclear. For I.D.G., the Web sites have a direct impact on print advertising. Deals for banner advertising for companies that advertise in print are available, for example.

Perhaps more important, the Internet offers the opportunity to leverage the corporate and individual brands in ways that have not been available in the past. People who read Computerworld, Mr. Mikita says, do not know what I.D.G. is. But online, the product and corporate brands can be linked in ways that benefit both the company and its customers. Computerworld's many global incarnations, for example, can be used to great advantage online, he says, because scale is becoming more and more important in the electronic world.

"The I.D.G. brand is very important to our future online," he says. "It is the only way we'll get credit and share of mind for the audience we command. And with the strategy we have, there is much more incentive for internal sharing because there is no sense of concern or competition among the Web sites about IDG.net. We can all agree on its value."

Pundits agree that it is far too early to declare winners in the Internet wars. Mr. Conlin suggests that the number of hits a site receives is a false measure of success. "We're in the answer business," he says. "For us, it's about how people spend their time. We've measured and we figure that people are spending three times as much time on our sites as on ZDNet, if you add up all our sites. If you save people time, provide useful information and make them more productive, you (can) create loyal readers." SB

Reprint No. 99107

BOOZ·ALLEN & HAMILTON
101 Park Avenue
New York, New York 10178

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

13

Bob Ostrow *PC World*

12

Patricia Powers *Computerworld*

11

Bruce Buckman *IDG New Zealand*
Ann Andrisani *Laurentian Technomedia*

10

Anthony Doesburg *IDG New Zealand*
Hiltraut Ludwig *IDG Austria*

9

Judy Mallman *InfoWorld*

8

Jill Spooner *IDG New Zealand*

7

Heather Hudson *IDG New Zealand*
Linda Follin *FCW Government Technology Group*
Gary Palmer *IDG Conference Management Co.*
Kristina De Nike *Mac Publishing*

6

Brian Fuce *CIO*
Steve Martin *InfoWorld*

5

Mark Evans *IDG New Zealand*
Caroline Patterson *IDG New Zealand*
Yana Kouznetsova *IDG New Zealand*
Judith Johnson *IDG New Zealand*
Matt Roots *IDG Australia*
Thomas Young *Web Publishing*
Kathleen Kagno *IDG*
Jim Sullivan *IDG International Publishing Services*
Margaret Steen *InfoWorld*

4

Jillian Hamilton-Browne *IDG New Zealand*
Kerry Dodds *IDG New Zealand*
Rachel Rogan *IDG New Zealand*
Susan Brown *IDG*
Nancy Koral *IDG Research Services*
Howard Baldwin *CIO*
Michael Hall *IDG*
Shira Weisbach *PC World*

3

Chris Howard *IDG New Zealand*
Kate Ward *IDG New Zealand*
Russell Brown *IDG New Zealand*
Ann Hall *IDG Australia*
Helen Barnard *IDG Australia*
Carolyn Wong *Web Publishing*
Thomas Wailgum *CIO*
Christine Shipley *IDG Conference Management Co.*
Joyce Melendez *IDG Books*
Laura Kujubu *InfoWorld*

2

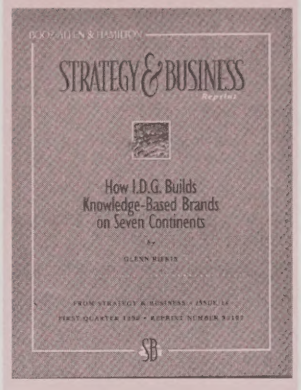
Maureen Morris *IDG New Zealand*
Richard Smith *IDG New Zealand*
Kathleen Thomas *FCW Government Technology Group*
Meg Misenti *FCW Government Technology Group*
Grace Davis *IDG Books*
Jeffrey Johnfauno *IDG Books*
Joseph Walowski *The Industry Standard*
Bill Snyder *PC World*
Michael Martin *Laurentian Technomedia*
Sharon Edwards *Laurentian Technomedia*

1

Angela Prasad *IDG New Zealand*
Wulf Courlaender *IDG Venezuela*
Maureen Marcelle *IDG*
Esther Lee *Computerworld Singapore*
Sara Corcoran *IDG Books*
Francesca Koe *Mac Publishing*
Kate Hobbie *IDG Games Media Group*
Jeffrey Lundwall *The Industry Standard*
Todd Woody *The Industry Standard*
Kathy Preuessner *The Industry Standard*
Traci Shefck *PC World*
Cameron Heffernan *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

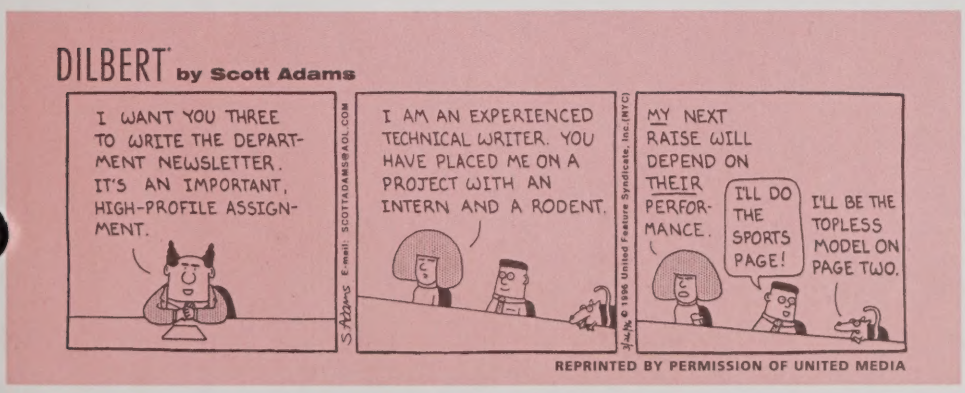
"Building brands" case study enclosed



Inserted within this issue of *IDG World Update* is a reprint of the case study entitled *How IDG Builds Knowledge-based Brands on Seven Continents.* The article originally appeared in the first quarter 1999 issue of Booz-Allen & Hamilton's *Strategy and Business Journal.*

Written by former *Computerworld* journalist Glenn Rifkin, the case study explores how IDG has succeeded by "sticking to its entrepreneurial roots." The reprint includes a long sidebar on IDG Books and the rise of the *For Dummies* brand.

For more information, contact IDG Corporate Communications Associate **Sarah Hansen** at sarah_hansen@idg.com.


DILBERT by Scott Adams
I WANT YOU THREE TO WRITE THE DEPARTMENT NEWSLETTER. IT'S AN IMPORTANT, HIGH-PROFILE ASSIGNMENT.
I AM AN EXPERIENCED TECHNICAL WRITER. YOU HAVE PLACED ME ON A PROJECT WITH AN INTERN AND A RODENT.
MY NEXT RAISE WILL DEPEND ON THEIR PERFORMANCE.
I'LL DO THE SPORTS PAGE!
I'LL BE THE TOPLESS MODEL ON PAGE TWO.
S Adams E-mail: SCOTTADAMS@AOL.COM
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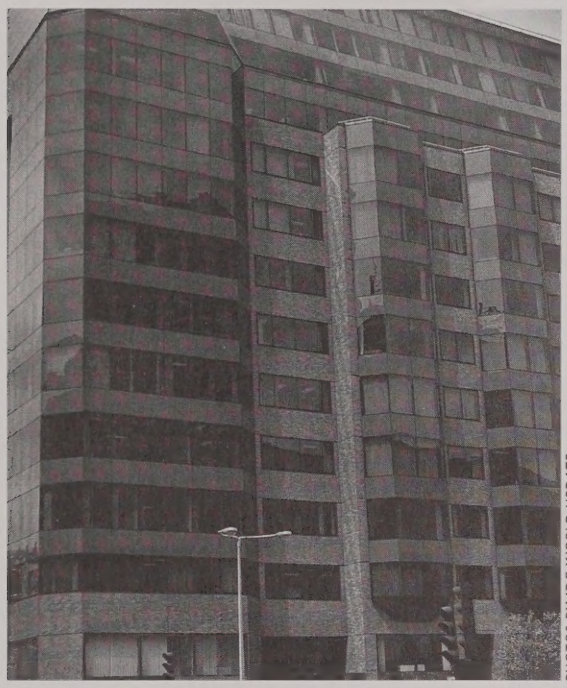
for fun

contests

Where in the world are these buildings?



PHOTOS BY IDG WORLD UPDATE

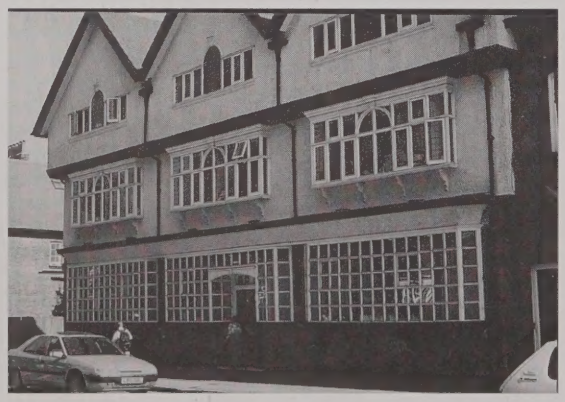
A. _____

B. _____

Match each of the photos with the correct IDG office listed below. All correct entries will be entered into a random drawing, and three lucky IDG employees will win IDG baseball hats. E-mail your guess, along with your name and business unit, to world_update@idg.com or fax it to 617-423-0712 by June 15. Good luck!

IDG Spain
IDC U.K. (2 Bath Road, London)
IDG Hungary
IDG Corporate Support Center, Boston, Mass.

C. _____



D. _____

New address for Miami office

The staff of *PC World Latin America* and IDG Global Solutions Latin America moved their offices on May 14. The new address is:

8390 NW 53rd Street
Suite 105
Miami, FL 33166

The main telephone number for both offices will be 305-477-9004. New fax numbers are:

PC World editorial
305-468-7981
PC World/Computerworld sales
305-468-7982

IDG **WorldUpdate**

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Patricia Smith 617-303-7826
Internet: patricia_smith@idg.com

Penny Winn 617-303-7825
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Assistant Editor/West Coast
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Internet: david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

IDG, CNN expand strategic alliance

IDG's one-year-old content exchange relationship with CNN Interactive blossomed last week into a full-blown $50 million strategic alliance with the CNN News Group.

Highlights of the agreement include the following:

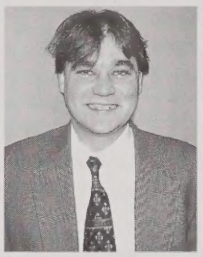
- CNN will launch a new 30-minute weekend consumer technology television program, set to air this fall on CNN/U.S. and CNN International (CNNI), featuring IDG-branded program segments. CNN journalists will also be invited to contribute to the program.

continued on page 7

IDG announces major new online initiative

"WebIDG" will leverage existing online properties, create new ones

IDG has announced a new online initiative that will significantly expand the company's Web activities, leverage existing online properties, create new ones and help accelerate IDG's position as a leader in delivering information online. In addition, IDG and CNN have agreed to a multi-year strategic alliance that will significantly help the new Web offering build rapid brand visibility (see story at left).



Gewecke

Morgan

Reinstein

Buckingham

Announced by IDG President and CEO **Kelly Conlin** during a series of three employee briefings held in Framingham, Mass., San Francisco and San Mateo, Calif., in late May, the new company, which is code-named "WebIDG" (the final name will be publicly announced within the next 30 days), will be headquartered at 501 Second St. in San Francisco.

Former PC World Online Publisher **Thomas Gewecke** has been named CEO of the new company. Network World Senior VP/Business Development **Bill Reinstein** will serve as president, Enterprise Products, and IDG.net President **Laurie Morgan** has been named president, Global Products. **Madeleine Buckingham**, formerly VP of Finance and Operations, PC World Online, will assume the title of COO/senior VP, finance. The

continued on page 4

Fast-growing JobUniverse site publicizes IT jobs in eight countries

JobUniverse Project Manager ***Frank Quinn*** *(second from left) celebrates with IDG New Zealand staff at the April launch of their online recruitment site. From left:* ***Bruce Buckman****, Quinn,* ***Bob Pinchin****,* ***Jillian Hamilton-Browne****,* ***Alec Brown****,* ***Edward Porter****,* ***Mark Evans****,* ***Shane Gaoa*** *and* ***Ben Gibb****.*

The JobUniverse program, IDG's global initiative in the online recruitment market, has been in a rollout phase in the last two months. Two new sites in France and New Zealand came online via JobUniverse's central server in Dublin, and Germany joined the program by porting data from its new site to the main JobUniverse gateway at www.jobuniverse.com. Those three countries join JobUniverse sites already operating in Ireland, the Netherlands, Belgium, Denmark and the U.S.

Launched early this year *(see IDG World Update,* Feb. 22*)*, JobUniverse delivers completely packaged recruitment sites to IDG business units and maintains a supersite that consolidates all local data into one global search engine.

"IDG New Zealand got off to a cracking start," said **Frank Quinn**, JobUniverse's project manager and publisher of ComputerScope, Ltd., in Ireland. Quinn was in New Zealand for the April launch of www.jobuniverse.co.nz at Computerworld Expo in

continued on page 2

LMI's Web site is No. 1 IT site

French IT professionals rank the *Le Monde Informatique* Web site (www.lmi.com) No. 1 of all IT sites, according to a study from Benchmark Group based on 500 interviews of French IT professionals between December 1998 and March 1999. The study also showed that lmi.com ranked No. 8 in all categories behind the major Web sites associated with *Le Monde* and *Libération* (daily newspapers), *Les Echos* and *la Tribune* (daily economic press), CNN, Yahoo and AFP (French Press Agency). ZDnet ranks No. 3 among IT press, and No. 14 overall, while the Web site for *01 informatique*, the No. 1 weekly IT newspaper in France, ranks No. 5 for IT and No. 16 overall.

"We're seeing an increase in revenue from the site as momentum builds, but we're also getting a spin off it in print. By selling JobUniverse and Computerworld together, we have secured several large contracts."

- Bob Pinchin, associate publisher, IDG New Zealand

JobUniverse

continued from page 1

Auckland. IDG New Zealand already had 1,200 jobs online at launch date, thanks to introductory deals offered to New Zealand's leading recruitment agencies. "Those deals made sure that users who flocked to the site in the early stages were able to have a productive job-seeking experience," Quinn said.

The New Zealand system runs on the JobUniverse core search engine hosted in Dublin. "Although we were accessing in Auckland from the other side of the world," Quinn added, "the server might as well have been down the road. Bandwidth issues clearly have not been a limiting factor in the JobUniverse rollout."

IDG New Zealand Associate Publisher **Bob Pinchin** and his team used some clever marketing touches to build interest in the site, Quinn said. The first people to sign up for JobAlerts (e-mail notification of when jobs matching specified criteria go online) were entered into a drawing for a digital camera, while the first person to be placed successfully in a job via the site won a Casio personal digital assistant. By the end of April the site had attracted more than 12,000 visitors, delivered 430 job applications and logged 770 JobAlert signups.

Pinchin said that they have almost 50 people per day submitting job applications, and that number is growing as the word about JobUniverse spreads. "We're seeing an increase in revenue from the site as momentum builds, but we're also getting a spin off it in print. By selling JobUniverse and *Computerworld* together, we have secured several large contracts."

In France, www.jobuniverse.fr also launched in April, following a translation project that not only delivered the interface in French but also integrated its look and feel tightly with that of *Le Monde Informatique*'s main site at www.lmi.fr. In its first three weeks of operation, JobUniverse France had delivered 520 job applications from 8,800 visitors, logging more than 1,500 JobAlert sign-ups.

"Four days after our launch we had received more than 40 messages from visitors," said Online Chief Editor **Olivier Robineau**. "All of them were very enthusiastic about the search functions and the overall quality of the application."

In Germany, www.jobwelt.de launched successfully in early May with more than 1,000 jobs from major companies such as Microsoft, SAP and Arthur Andersen. The site is dedicated to broadly defined high-technology jobs, so in addition to traditional IT jobs there are also openings for engineers, multimedia designers, biotechnicians and other high-tech positions. Although this site is operating remotely in Germany and is not based on the JobUniverse engine, the team in Dublin successfully integrated all its jobs data into the JobUniverse gateway site in time for the launch.

"The online recruitment market in Germany is very competitive, with more than 400 job sites online," said Computerwoche Infonet Publisher **Michael Freter**. "Being integrated into the international IT recruitment site gives us a distinction in the marketplace. Our co-op partners have been very satisfied with the service and the functionality of the site." Freter noted that Computerwoche Infonet (www.computerwoche.de) has a careers section, and each print recruitment ad in *Computerwoche* also appears online as an add-on for the client.

The JobUniverse rollout continues with Canada currently in development and a data integration project under way for Sweden. Reed Business Information in the U.K., publisher of eight IT titles into which IDG sells advertising, has also expressed interest in the JobUniverse system and a demo site has been delivered.

Any IDG business unit manager who wants to start tapping the potential of online recruitment should contact Frank Quinn at frank_quinn@idg.com. "If we have good cooperation on translation and localization, we can now deliver a fully operational local JobUniverse site in three weeks," he said.

Additional contacts from this article: Bob Pinchin (bob_pinchin@idg.com), Michael Freter (mfreter@computerwoche.de), and Olivier Robineau (robineau@idg.fr). WU

JobUniverse sites to date

Sites now live on the main JobUniverse server:

www.jobuniverse.com	The gateway site
www.jobuniverse.ie	Ireland
www.jobuniverse.nl	The Netherlands
www.jobuniverse.fr	France
www.jobuniverse.co.nz	New Zealand
www.infojobs.com	U.S. (InfoWorld)

Local sites porting data to the central server:

www.jobuniverse.be	Belgium
www.jobwelt.de	Germany
www.jobworld.dk	Denmark

Launching soon:

www.jobuniverse.ca	Canada

Q and A executive

John Kilcullen
The CEO of IDG Books Worldwide is this week's columnist.

IDG Books at-a-glance

Established 1990

Date IDG Books went public July 27, 1998

NASDAQ symbol: IDGB

Number of employees 451

Major locations Foster City, Calif.; Indianapolis, Ind.; Chicago, Ill.; Lincoln, Neb.; New York City and Toronto

Primary brands and product lines ...For Dummies® series (with seven ...For Dummies-related product lines); Cliff Notes™; One Step At A Time™; ...Simplified™; Teach Yourself™; Teach Yourself Visually™; Master Visually™; MIS:Press®; M&T Books™; Bibles; ...Secrets®; ...Studio Secrets™; Novell Press™; Netscape Press™; AOL Press™; Hewlett Packard™ Press; Master References; Administrator's Handbooks; Ace It!™; and Certification Study Systems.

Books in print
More than 75 million

Websites
www.idgbooks.com
www.dummies.com
www.dummiesdaily.com
www.cliffs.com

Q There have been numerous new announcements on IDG Books' International and partnerships. Can you share any news about these joint ventures and partnerships?

A In the past six months, IDG Books CFO Jim **Doehrman** and Vice President/ Licensing & International Development **Marc Mikulich** have expanded our publishing and distribution reach with joint ventures in Canada (CDG Books of Canada), Singapore (Transquest) and Australia (IDG Books Australia). In each case, we are working with long-time partners who know our customers, portfolio of brands and services and culture very well. CDG Books' President Hart Hillman, Transquest's David Buckland, and IDGB Australia's David Scott are widely respected entrepreneurs in consumer markets and each have 10-plus years of experience running successful publishing enterprises. You can expect to see local adaptations of proven products and new publishing initiatives in these key markets in the coming quarters.

Senior Manager International Sales **Kelli Smith**'s export sales team has likewise grown our business with new distribution partners in the Middle East and Asia. Director of Subsidiary Rights **Derek Stordahl**'s group now has over 4,500 titles in print in 36 languages and in the U.S. recently licensed to Running Press the rights to publish four miniature Dummies editions this fall.

A separate agreement was recently announced with Reader's Digest to likewise strengthen our direct response partnerships. These new partnerships will join our calendars, award-winning audiobooks, CDs, and board games in taking the Dummies experience to new customers and channels of distribution around the world.

We will continue to develop new ventures and partnerships to deepen and broaden our print and online brand leadership outside the US. Stay tuned.

Q As we approach the one-year anniversary of IDG Books' public offering, can you update us on how the company is doing?

A Our IPO was an historic moment for IDG and it has been an incredible journey thus far. I am just so proud of our team, their discipline, execution, adaptability to change and tenacious commitment to meet or exceed the expectations we've set for ourselves.

IDGB just recently completed its fourth quarter as a public company, and for the fourth consecutive quarter we exceeded the expectations of the research analysts that cover our stock including analysts from Morgan Stanley Dean Witter, Goldman Sachs, and Merrill Lynch.

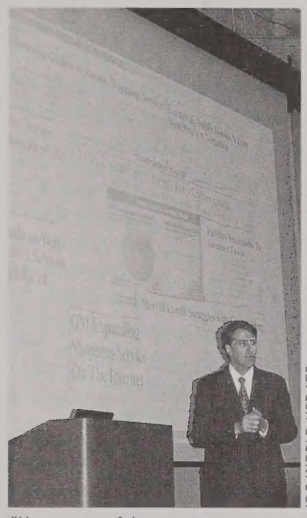
For our most recent quarter ending March 31, we were pleased to report record revenues of $44.7 million and profits of $4.6 million. For the fiscal year to date, we are reporting revenues of $82 million and profits of $7.7 million. Sales for the IDGB Branded Franchise Group, which includes Dummies and Cliffs Notes brands, were up 21% from the 1998 comparable quarter. Sales for the IDGB Technology Group (comprising our Simplified, Teach Yourself, Bibles, SECRETS, Novell and Macworld co-brands in addition to a variety of other titles and series) increased 5% for the quarter and are up 15% for the fiscal year.

In addition, we have been very busy locking up new IT partnerships including publishing and e-commerce partnerships with AOL, Hewlett-Packard and Netscape. We also announced plans to launch this fall Cliffs Notes in the technology and general how-to categories for the first time ever (the Cliffs brand has only published literary guides since 1958). Over time, we will leverage these acquistions and partnerships beyond books to deliver new print and online "experiences" providing branded knowledge 24/7.

From a valuation perspective, we went public on July 27, 1998, at $15.50 per share and, as of May 26, our stock has closed over $20 per share for 20 consecutive days representing a 25% increase (with a market cap exceeding $300 million!). Not bad for a nine-year start-up which was funded with a massive $1.5 million investment!

John Kilcullen can be reached at jkilcullen@idgbooks.com.

Questions for the Executive Q&A column may be sent to world_update@idg.com. All questions will be forwarded anonymously.



IDG WORLD UPDATE

*"How successful we are at transitioning to be the 'Internet Data Group' will be the major challenge for the company in the years ahead," said IDG President and CEO **Kelly Conlin** during an employee briefing in late May.*

Online

continued from page 1

Enterprise Products Group will relocate to office space in Southborough, Mass., in August. Other operations will remain in San Francisco.

"This new initiative represents a focused commitment from IDG to build online products to serve new audiences on the Web, helping expand the reach of IDG on the Internet," Conlin said. "In addition, by creating a strong network infrastructure across all of our existing sites, we ensure that readers can easily navigate through the full range of IDG content."

"WebIDG's mission is to is to be the most trusted and most comprehensive network of essential computing information on the Web," Gewecke said.

While IDG already has more than 240 content sites around the world, WebIDG will ensure that the network IDG has already begun building through IDG.net will be strengthened and accelerated. Over the coming few months, the WebIDG team will add features and functionality to provide easier access and navigability across all of IDG's branded content sites — sites that will continue to be "programmed" for their own unique audiences by the editorial teams of their respective publications. In addition, the WebIDG team will produce original content and customized content for particular audiences or information needs that are not being served by IDG's print publications.

The Enterprise Products group will focus on building a new enterprise portal (in partnership with IDG's enterprise publications), a new IT recruitment and career services initiative (in partnership with IDG's other recruitment services), a new IT Advisory Services initiative (in partnership with IDC) and a Virtual Events product line.

The Global Products group will focus on expanding IDG.net's current news and search functions, as well as custom publishing, global advertising sales and business development.

IDG WORLD UPDATE

*IDG's Framingham-area employees listen as IDG President and CEO **Kelly Conlin** describes the company's plans to create a new company that will focus on online offerings. IDG Communications U.S. President and CEO **Joe Levy** (center), fielded some queries during the question-and-answer session.*

"One of the core imperatives for the network is that it will be organized in such a way as to keep the publication-branded community sites focused on satisfying the interests of their readers, while giving their content exposure to new audiences through efficient and effective navigational tools."

- Thomas Gewecke, CEO , "WebIDG"

"One of the core imperatives for the network — and one of its major strengths — is that it will be organized in such a way as to keep the publication-branded community sites focused on satisfying the interests of their readers, while giving their content exposure to new audiences through efficient and effective navigational tools," Gewecke said. "This close relationship between each IDG business unit in the network and the new company will, we believe, be one of WebIDG's key sources of competitive advantage." Several business unit presidents will serve on WebIDG's board of directors.

The new company's current staff, which includes employees of the PC World Online Network, Web Publishing, Inc., IDG Games Media's Internet division, IDG.net and its Global Web Advertising Network, and the Global Web Support Center, comprises approximately 150 people, roughly 80% of whom are located in San Francisco.

Gewecke noted that a number of positions, ranging from Web designers, programmers and database developers, to sales, marketing, research and editorial professionals, are currently posted and more will be added shortly. He said that hiring will likely extend over a nine-to-12-month period and will include jobs on both the East and West coasts.

For more information, contact Thomas Gewecke at thomas_gewecke@idg.com. WU

Job Opportunities -May 31, 1999

Senior Media Relations Executive (CIO)
CIO is seeking a high visibility PR pro to join its News & Information team. The Senior Media Relations Executive will be responsible for developing strategic PR campaigns and developing CIO spokespeople. Other responsibilities include: managing editorial and conference publicity campaigns, pro-actively developing and placing CIO-related stories and op-eds in target media outlets; coordinating radio and/or satellite TV tours; writing and editing news releases, pitch letters, biographies and other PR materials; distributing releases to media. The ideal candidate will be knowledgeable about technology and business and be comfortable working with editors, producers and news media crews. Government relations experience a plus. BA or MS in journalism or communications, 5-7 years experience in magazine publicity and promotion, plus editorial contacts at technology, business and consumer outlets (print, radio, on-line, TV) desired. Position requires excellent communication and organizational skills. Candidates should be familiar with MS Word, FileMaker Pro, PR database software (i.e., Mediamap), and the Internet. Position reports to VP News & Information. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

District Sales Manager (FCW)
Federal Computer Week seeks an ad sales rep for New England territory. Experience in IT sales (3-5 years), print preferred. Territory includes major accounts and prospects. Excellent communication and customer service skills and must be computer proficiency required. *Location: Boston, MA or New York, NY*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Consulting Director, IDC Canada (IDC Canada)
IDC Canada is seeking to add a senior member to its management team. The Director, Consulting Services will be responsible for working with key clients and IDC Canada's business unit managers to identify opportunities for IDC Canada to build profitable consulting practices. In addition, the Consulting Director will be required to respond to RFP-driven opportunities and to manage projects; and in time, to develop a team capable of performing these functions within IDC Canada. *Location: Toronto, Canada*
Contact: K. Ellis, Fax: + 416-369-0419, Phone: +416-369-0033 x224, Email: idc_jobs@idc.com

Advertising Account Services Administrator (IDG Central Services)
The Advertising Account Services Administrator will be involved in the booking and billing of print advertising space. He/she will generate reports and track contract performance and marketshare. This employee will work closely with sales, production, clients and collections to put together information and resolve discrepancies. Candidates must be able to work independently but also have strong interpersonal skills. An accounting background, good organizational skills, and knowledge of Excel and Lotus Notes required.
Location: San Francisco, CA
Contact: K. Greene, Fax: 415-267-1747, Phone: 415-974-7407, Email: kevin_greene@pcworld.com

Corporate Communications Assistant (IDG/CSC)
IDG's Corporate Support Center is seeking a dynamic and professional Corporate Communications Assistant. In this position, your responsibilities will include monthly press evaluations, formulating proactive press opportunities, researching and analyzing competitive announcements and coverage, maintaining current communications database (media contacts, releases), researching speaking opportunities, maintaining editorial calendar prospects, interfacing with senior executives, and working with IDG's worldwide communications offices. In addition to traditional communications support this role will require operational and administrative support (mailings/subscription, membership and vendor assessments/renewals). Must be a motivated, proactive, self-starter who can maintain composure and effectiveness under deadline pressure and work independently. College degree is required, proficiency with MS Word, Excel and PR agency experience a plus. *Location: Boston, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Research Assistant (IDG/Rsch)
Research Services is seeking a Research Assistant to help in the coordination of research projects, including vendor contact, report writing, proofing, entering data, coding, scheduling and other various duties. Candidates should be detail-oriented, able to handle multiple tasks and deadline pressure. Requires knowledge of MAC applications. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

Application Developer (PCW OSG)
The Application developer will work closely with the other members of the Application Development group and other associates of the Online Services Group to plan, create and deploy applications to improve infrastructure, streamline production processes, enhance user experience and otherwise augment all of the product lines of OSG. The Application Developer will possess knowledge of programming principles, have experience working with scripting languages and databases and have a working knowledge of the HTTP protocol. You will report directly to a Project Manger, work closely with all the members of the Application Development Group and also work directly with associates from OSG departments such as PC World Online Editorial, Business Development and Customer Service. Required skills will be a BS in Computer Science, Electrical Engineering, or equivalent, 1+ years experience in software development, ability to work closely with a variety of technical and non-technical staff, excellent verbal and written communication skills, ability to keep track of and move forward on long-term projects while meeting short-term requirements. Desired skills and experience in Web and Web/database software development and experience with Vignette StoryServer or similar Web application server package. *Location: San Francisco, CA*
Contact: M. Turner, Fax: 415-267-1758, Phone: 415-777-7777, Email: matt_turner@pcworld.com

Application Development Manager (PCW OSG)
The Application Development Manager (ADM) will be responsible for the design, planning, creation and implementation of applications and technology solutions to improve infrastructure, streamline production processes, enhance user experience and otherwise augment all of the product lines of the Online Services Group. The ADM will directly supervise Application Developers and will work closely with the other members of the Applications Development Group as well as other associates from OSG departments such as PC World Online Editorial, Business Development and Customer Service. The ADM will have extensive knowledge of programming and database concepts and will have experience in project management. The ADM will report directly to the head of the Application Development Group. Required skills will be a BS in Computer Science, Electrical Engineering, or equivalent, 3+ years experience in software development, 2+ years managing software development projects and staff, experience with database structural concepts, schema design, and implementation, ability to work closely with a variety of technical and non-technical staff, excellent verbal and written communication skills, ability to keep track of and move forward on long-term projects while meeting short-term requirements. Desired skills will be experience in Web and Web/database software development, database tuning and optimizations, XML or other markup language development, and Vignette StoryServer or similar Web application server package. *Location: San Francisco, CA*
Contact: M. Turner, Fax: 415-267-1758, Phone: 415-777-7777, Email: matt_turner@pcworld.com

Data Analyst (PCW OSG)
The Data Analyst will be responsible for overseeing all aspects of data collection, storage, monitoring, and reporting. Such data will include: customer demographic and psychographic information; Web and other Internet server log files; subscription metrics; and advertising and promotions performance data. The DA will be the 'point person' for all requests for such information from other department within the company, including Editorial, Sales, Marketing, Circulation, Research, and Business Development. As such, the DA will be expected to maintain a broad ongoing sense of the normative data streams across all aspects of the business, and be able to recognize trends and reporting errors. The DA will be technically savvy, with experience in database structure and its impacts on reporting, and will have a strong ability to evaluate, select, and install analysis and reporting software, with the assistance of the MIS group. Required skills will be 2+ years experience in data analysis or equivalent position, experience with a range of statistical and reporting software, SQL database systems and the issues associated with reporting on data contained in them, database structural concepts, strong verbal and written communication skills, ability to juggle simultaneous demands from different groups, ability to keep track of and move forward on long-term projects while meeting short-term requirements, ability to install analysis and reporting software and working with MIS and vendor customer service troubleshoot problems. Desired skills will be experience with OSLAP software selection, planning, and implementation, very high-volume Internet server log analysis, database schema design and implementation, and Seagate Crystal Information. *Location: San Francisco, CA*
Contact: A. Block, Fax: 415-442-1891, Phone: 415-975-2640, Email: adam_block@pcworld.com

IDG/B	Admin	Administrative Assistant, Subrights	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Art/Design	Art File Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Art/Design	Design Specialist - Cover Production	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Acquisitions Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Copy Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Development Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Assistant (Administration)	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Editorial Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Manager of Copy Editing	Foster City, CA.	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Finance	Accounts Payable Representative	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Finance	Accounts PayableSupervisor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Legal	Publishing Counsel	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Catalog Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Consumer	Foster, City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Consumer	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/International	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/International	Foster, City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	On-line	Online Publicist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-Line	Web Developer	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	On-Line	Web Support Specialist	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Operations	Administrative Assistant, Marketing	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Operations	Assistant Manufacturing Buyer, Reprint Components	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Inventory Analyst	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Inventory Control Clerk	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Manufacturing Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Office Services Assistant	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Operations	Paper Purchasing & Manufacturing Projects Coordinator	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Project Coordinator	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Shipping Supervisor	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	PR	Public Relations Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Associate Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	Design Specialist - Interior Book Design	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Director	Indianapolis, IN	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Systems Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Sales	Corporate Account Manager	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Customer Service Representative	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Sales	Part-time Merchandisers (2 openings)	Various	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Special Sales Account Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	System Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/CMC	Sales	Sales Assistant	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
IDG/CSC	Intern	Corporate Communications (Intern)	Boston, MA	S. Hansen	P: 617-534-1255	F: 617-859-7347
IDG/CSC	PR	Corporate Communications Assistant	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/Rsch	Rsch	Research Assistant	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
IFW	Art/Design	Assistant Art Director	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Copy Editor (2 Positions)	San Mateo, CA	HR Dept.	P: N/A	F: 650-312-0668
IFW	Edit	Editorial Assistant	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Finance	Contract & Billing Coordinator	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	HR	Human Resources Manager	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	Mktg	Marketing Communications Specialist	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	On-Line	Online Sales Associate	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	Sales	District Sales Manager	Rochelle Park, NJ	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Sales Associate	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Systems	Web Developer	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IFW	Testing	Associate Editor, Test Center	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-0668
IGS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IPS	Lic	Licensing Support Manager	Boston, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
IS	Art/Design	Jr. Designer	San Francisco, CA	N. Chiala	P: 415-733-5470	F: 415-733-5403
IS	Confer	Conference Coordinator	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Edit	Executive News Editor	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Edit	Researcher - Network/ Assistant Metrics Editor	San Francisco, CA	M. Thompson	P: 415-733-5478	F: 415-733-5403
IS	Facil	Facilities Manager	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Finance	Accounting Clerk	San Francisco, CA	L. Ching	P: 650-286-2595	F: 650-349-5279
IS	IS/Prod.	IS Manager	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Mktg	Research Manager	San Francisco, CA	K. Zeida	P: 415-733-5449	F: 415-733-5402
IS	On-line	East Coast Web Writer/ Editor	New York, NY	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	On-line	Web Executive Editor	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	On-line	Web News Reporter	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	On-Line	Associate Producer, Special Reports & Syndication	San Francisco, CA	J. Walowski	P: 415-733-5482	F: N/A
IS	Prod	Publisher of Directories	open	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Product Development	Product Development Manager	San Francisco, CA	J. Walowski	P: 415-733-5482	F: N/A
Mac Pub	Edit	Assistant Editor	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Edit	Copy Editor	San Francisco, CA	C. Breen	P: 415-975-2272	F: 415-442-0766
Mac Pub	Mktg	On-line Marketing Manager	San Francisco, CA	F. Koe	P: 415-243-3677	F: 415-243-3592
Mac Pub	On-Line	Product Manager	San Francisco, CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	On-Line	Web Production Assistant	San Francisco, CA	J. Cheney	P: 415-243-3541	F: N/A
Mac Pub	Systems	Unix Systems Administrator	San Francisco, CA	J. Cheney	P: 415-243-3541	F: N/A
NW	Edit	Associate News Editor	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Mktg	Marketing Communcations Manager - Contract	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	On-Line	Web Producer	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	PR	Public Relations Manager	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Representative	Santa Clara, CA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sr. District Sales Manager	Irvine, CA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
PCW	Ad Sales	Account Manager	San Francisco, CA	B. Hanck	P: 310-312-8008	F: 310-312-8048
PCW	Edit	Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco or Boston	B. Snyder	P: 415-267-1715	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	HR	Human Resources Assistant	San Francisco, CA	K. Coldwell	P: 415-978-3290	F: 415-974-7316
PCW	Prod	Advertising Traffic Coordinator	San Francisco, CA	N. Maudsley	P: 415-978-3310	F: 415-974-7402
PCW	Sales	Sales Account Manager	Rochelle Park, NJ	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Sales	Sales Account Manager	Los Angeles, CA	B. Hanck	P: 310-312-8008	F: 310-312-8048
PCW OSG	Ad Sales	Client Services Manager	San Francisco, CA	G. Green	P: 415-267-1739	F: 415-442-1891
PCW OSG	Ad Sales	District Advertising Manager, East Coast	New York or New Jersey	S. Schackman	P: 972-733-3819	F: N/A
PCW OSG	Art/Design	Online Designer	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Art/Design	Online Designer, Editorial	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
PCW OSG	Circ	Audience Development Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
PCW OSG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW OSG	Edit	Staff Editor, IDG Games.net	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
PCW OSG	On-line	Assistant Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
PCW OSG	On-line	Assistant Editor, Reviews, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW OSG	On-line	Associate Editor, Here's How	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891

Operations Supervisor (PCW OSG)
The Operations Supervisor will be responsible for oversight, monitoring and improvement of the application level processes and infrastructure that run and maintain the Online Services Groups Product Groups. These processes and applications include content management systems for web sites and email, web site serving systems, email serving and management systems and many custom in house designed applications that comprise OSG products. The Operations Supervisor will be responsible for the continued operation of these systems, the design and/or implementation of monitoring systems for these systems and the improvement of any and all areas of these systems. The Operations Supervisor will report to Manager, Information Systems and will work closely with the members of the Application Development Group as well as other associates from OSG departments such as PC World Online Editorial, Business Development and Customer Service. Required skills will be engineering and computer programming concepts, 2+ years experience managing network systems, database systems, UNIX computer hardware, and UNIX experience and shell scripting.
Location: San Francisco, CA
Contact: M. Turner, Fax: 415-267-1758, Phone: 415-777-7777, Email: matt_turner@pcworld.com

Business Development Manager (PCW OSG)
The Business Development Manager (BDM) will evaluate new market opportunities, including content syndication opportunities, content licensing channels, strategic content partners, etc. and initiate relationships, meet with companies and draft/execute full agreements. The BDM will also work on new business plans, with responsibility for market analysis, written proposals and detailed budget and P&L projections, and will analyze the cost and revenue dynamics of various product lines and content streams. Job qualifications include 2+ years experience in financial analysis, strategic planning, or related experience, and the proven ability to effectively supervise staff. The ideal candidate will have excellent time management and communication skills and be familiar with Internet business models and e-commerce. *Location: San Francisco, CA*
Contact: A. Block, fax: 415-442-1891 phone:415-975-2640, Email: adam_block@pcworld.com

BU	Category	Title	Location	Contact	Phone #	Fax#
CHSG	Ad Sales	Account Executive	San Mateo, CA	B. Barnette	P: 650-294-7854	F: 650-294-7801
CHSG	Bus Dev	Director of Business Development	Flexible	P. Sur	P: 650-524-7102	F: 650-524-7003
CHSG	Edit	Senior Editor	Flexible	P. Sur	P: 650-524-7102	F: 650-524-7003
CIO	Edit	Editor, Custom Publishing	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Mktg	Market Research Analyst	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Mktg	Research Assistant	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	On-line	On-line Account Executive, CIO.com	San Francisco, CA or Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	On-line	Web Writer	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	PR	Senior Media Relations Executive	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Publish	Project Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Rsch	Business Development Analyst	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
Comp Curr	Edit	Senior Editor	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Ad Sales	Field Marketing Executive	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Admin	Administrative/Fulfillment Assistant	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Staff Writer	San Mateo, CA or Framingham, MA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Editorial	West Coast Bureau Chief	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	On-Line	On-line Account Executive	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Director	Rochelle Park, NJ	K. McIsaac	P: 508-935-4531	F: 508-935-4600
CW	Sales	Advertising Director, Computerworld Careers	Framingham, MA	K. McIsaac	P: 508-935-4531	F: 508-935-4600
CW	Sales	Program Manager, Enterprise Business Solutions	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Western Regional Director of Computerworld Enterprise	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
Executrain	Mktg	Database Marketing Manager	Alpharetta, GA	C. Scott	P: N/A	F: 770-521-6289
FCW	Ad Sales	District Sales Manager	Falls Church, VA or New York area	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Ad Sales	District Sales Manager	Boston, MA or New York, NY	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Copy Editor	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Finance	Business Manager	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Group Operations Coordinator, Publishing Services & Technologies	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Admin	Office Administrator, Latin America Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Edit	Copy Editor	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Exec	Vice President/Chief Technology Analyst, End User Business	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Finance	Billing Accountant	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Intern, Emerging Technology & Consumer Devices	Mt. View, CA	C. Burton	P: 508-935-4266	F: 508-935-4610
IDC	Intern	Intern, Sales Operations	Framingham, MA	C. Burton	P: 508-935-4266	F: 508-935-4610
IDC	Intern	Intern, Software Support & Integration	Framingham, MA	C. Burton	P: 508-935-4266	F: 508-935-4610
IDC	Mktg	Product Manager	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4432
IDC	Operations	Receptionist	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Prod	Production Coordinator	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Consulting Manager, Services	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Inquiry Analyst, Internet	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Manager, Investment Research Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Program Director, Internet & eCommerce Strategies	Framingham, MA or Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Channels	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Consumer Devices	Mountain View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Director, Semiconductors	Mt. View, CA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Midrange Servers, W/W Commercial Systems and Servers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, PC Display & Multimedia Technologies	Mt. View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager, Semiconductor Group	Mountain View, CA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Small Business/Home Office	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager/Director Java Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, Internet & eCommerce Strategies	Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Entry Servers, W/W Commercial Systems and Servers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Latin America Software	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Outsourcing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, System Integration	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst, Life Cycle Analysis/TCO, Asset Management Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Sales	Client Service Representative, Major Accounts	Mountain View, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Growth Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Latin America Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Manager, Major Accounts	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Growth Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Strategic Accounts (Telecom)	Framingham, MA or Mt. View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Systems	Application Development Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Intranet Development Engineer	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Manager, Desktop Services	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Senior Systems Administrator, Security	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Software Engineer	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Systems	Web Content Coordinator	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Systems	Web Development Engineer	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Tech	Technical Customer Support Representative	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC Australia	Rsch	Research Analyst, IT Services, IDC Australia	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Senior Analyst/Program Manager, Telecommunications Research, IDC Australia	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Sales	Account Manager	Sydney, Australia	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications Research, IDC Beijing	Beijing, PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Benelux	Rsch	Research Analyst, IT Outsourcing Markets, IDC Benelux	Amsterdam, Netherlands	M. Lukacs	P: +31-20-4089-508	F: +31-20-617-55-66
IDC Canada	Rsch	Consulting Director, IDC Canada	Toronto, Canada	K. Ellis	P: +416-369-0033 x224	F: + 416-369-0419
IDC Canada	Rsch	Senior Research Analyst, Software Research, IDC Canada	Toronto, Canada	D. Marshall	P: +416-369-0033	F: +416-369-0419
IDC France	Rsch	Consulting Manager, IDC France	Paris, France	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Sales	Sales Manager, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Hong Kong	Sales	Account Manager	Central Hong Kong	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Italia	Rsch	Senior Research Analyst, European Vertical Markets, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Sales	Business Development Manager	Milano, Italia	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Nordic	Rsch	Research Director, European Internet Market, IDC Nordic	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDC Nordic	Systems	Web master, IDC Nordic	Copenhagen, Denmark	P. Anderson	P: +45-39-16-22-30	F: +45-39-18-44-48
IDC Singapore	Sales	Account Manager	Singapore	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDG	Exec	Director, Recruitment Programs	East or West Coast	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	HR	Compensation and Benefits Analyst	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG	HR	Training Coordinator	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Tax	Senior Tax Accountant	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Central Services	Billing	Advertising Account Services Administrator	San Francisco, CA	K. Greene	P: 415-974-7407	F: 415-267-1747
IDG Games Media Group	Edit	Netproworld.com Channel Manager	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Games Media Group	On-line	On-line Editorial Director	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IDG Games Media Group	Prod	Senior Producer	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IDG Games Media Group	Sales	Regional Sales Manager	New York, NY	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG Global Comm	Systems	Technical Support Specialist	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG Global Comm	Systems	Unix Systems Administrator	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG Global Comm	Systems	Web Developer	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG List	Sales	Account Executive	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG News Service	Edit	European Correspondent, IDG News Service	London, England or Paris, France	E. Heichler	P: 617-423-0404	F: 617-423-0240
IDG.net	Ad Sales	On-line Account Executive	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	on-line	On-line Operations Assistant	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	Sales	Online Advertising Account Manager(2 openings)	San Francisco CA & Framingham, MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG/B	Admin	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206

PCW OSG	On-line	Associate Editor, Reviews	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW OSG	On-line	Copy Editor	San Francisco, CA	K Saccio-Kent	P: 415-978-3223	F: 415-442-1891
PCW OSG	On-line	Executive Editor, PC World On-line	San Francisco, CA	C. Baskin	P: N/A	F: 415-267-1739
PCW OSG	On-line	Executive Editor, Reviews	San Francisco, CA	C. Baskin	P: N/A	F: 415-267-1739
PCW OSG	On-line	On-line Graphics Specialist	San Francisco, CA	R. Freed	P: 415-975-2677	F: 415-442-1891
PCW OSG	On-line	Reporter/ Editor, News (2 openings)	San Francisco, Ca.	P. Watt	P: 415-975-2646	F: 415-442-189
PCW OSG	On-line	Reporter/Editor, News	Boston, MA	E. Bender	P: 617-482-2750	F: 617-426-023
PCW OSG	On-line	Senior Associate Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
PCW OSG	On-line	Shareware Editor, On-line	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
PCW OSG	On-line	Staff Editor, News	Boston, MA	E. Bender	P: 617-482-2750	F: 617-426-0235
PCW OSG	On-line	Test Analyst, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW OSG	On-Line	Advertising Production Coordinator (2 openings)	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
PCW OSG	On-Line	Application Developer	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
PCW OSG	On-Line	Application Development Manager	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
PCW OSG	On-Line	Business Development Manager	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW OSG	On-Line	Data Analyst	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW OSG	On-Line	Director of Consumer Marketing	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
PCW OSG	On-Line	Director of Finance	San Francisco, CA	M. Buckingham	P: 415-978-3308	F: 415-442-1891
PCW OSG	On-Line	Online Billing Manager	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
PCW OSG	On-Line	Operations Supervisor	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
PCW OSG	online edit	Senior Editor, TipWorld (2)	flexible	J. Welp	P: 502-722-9272	F: N/A
PCW OSG	online edit	TipWorld Copy Editor	flexible	C. Crosby-Lampkin	P: 502-477-6157	F: 415-974-7491
PCW OSG	Prod	Advertising Production Manager	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
PCW OSG	Prod	Director of Information Services	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW OSG	Product Development	Lead Producer, Tipworld	San Francisco, CA	D. Fox	P: 415-267-1773	F: 415-974-7491
Publish	Edit	Associate Editor	San Francisco, CA	P. Pfiffner	P: 415-978-3294	F: 415-495-2354
Publish	On-line	Assistant Editor/Producer	San Francisco, CA	P. Pfiffner	P: 415-978-3294	F: 415-495-2354
The Webby Awards	Sales	Director of Sales and Marketing	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
Web Publishing	Ad Sales	Ad Director	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
Web Publishing	Edit	Executive Editor, Linuxworld	San Francisco, CA	M. McCarthy	P: 415--267-1727	F: 415-267-1732
Web Publishing	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WEC	Admin	Receptionist	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Finance	Staff Accountant	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Sales	Sales Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600

IDG well-positioned to thrive in the Internet economy, Conlin tells employees at briefing sessions

Focusing on the key questions "How is IDG doing? Where is IDG going? What does this mean for me?," IDG President and CEO **Kelly Conlin** spoke to 775 employees at three briefing sessions in the U.S. last week.

Overall, Conlin said that IDG is well-positioned to tackle what is now the company's major challenge: defining its role in the new Internet economy. IDG's strength is evident in terms of three key indicators: customer satisfaction, employee satsifaction and financial performance.

Customer surveys show IDG is the clear market leader across many categories. "It's important for us all to take a moment out of the day-to-day trench warfare that we fight and recognize the esteem that IDG's customers have for all the things we do," Conlin noted. "Hundreds of thousands of customer interactions add up to this leadership." He also noted that IDG is by far the most recognized company in terms of editorial distinction by a factor of 4 to 1.

Noting that satisfied customes are the product of satisfied employees, Conlin said IDG's annual employee survey shows high and climbing worldwide trends that employees increasingly feel proud of IDG and enjoy their work. "We take employee satisfaction seriously, and we use the employee survey to continually improve the work environment," he added.

Financially, IDG was solidly profitable in the first quarter of 1999 while competitors were not. The company's revenue mix reveals an interesting sign of the times: Print advertising revenue now accounts for 41% of revenues (22% U.S. and 19% international), but five years ago about 80% of IDG's revenues came from print publishing (i.e., advertising, circulation and print ancillary activities). Gradually over the past five years, IDG's growth in other activities such as book publishing, research and events have further diversified IDG's revenue pie beyond print advertising.

Conlin said that every year the company has to deal with a "market challenge," and this year it is U.S. advertising, the only sector showing a decline. Online offerings, IDG's smallest revenue contributor at 4%, is the fastest-growing sector (up 94% this year) and the primary focus of IDG's strategic planning activities.

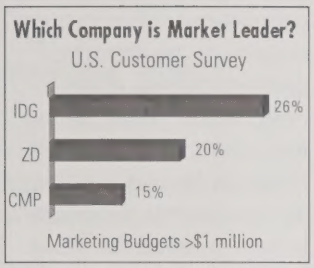
Even with all of IDG's strengths, "the water cooler index—what employees are saying about the company—is very high," as it is for any company now that the world is moving towards an Internet economy, Conlin said. The wholesale changes in the environment in which IDG competes — changes in how information is being delivered and how commerce is evolving are just two examples — prompts the question 'what business am I in?"

"When you're facing this kind of change and this scale of change, you have to decide how you're creating value," Conlin said. "We're not really in the business of publishing, research or online services, we're in the business of commanding people's time with information they can trust."

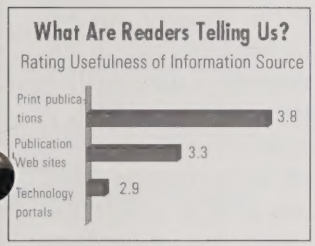
Noting that the scarcest commodity today is people's time, Conlin said that it's also getting harder to find information that's reliable. "It's at that intersection that IDG creates value [by answering questions] ...and from value comes growth, revenue and profits," he added.

"Geographic ambition and scope has been IDG's defining characteristic in its successful 35-year life," Conlin said. "What will define IDG over the next 35 years is how successful we are at transitioning to what needs to be the 'Internet Data Group.' That's not just about creating good Internet sites for our customers. It's about how the Internet has become pervasive in every aspect of our business, from how we collect research at IDC to how we gather print subscribers."

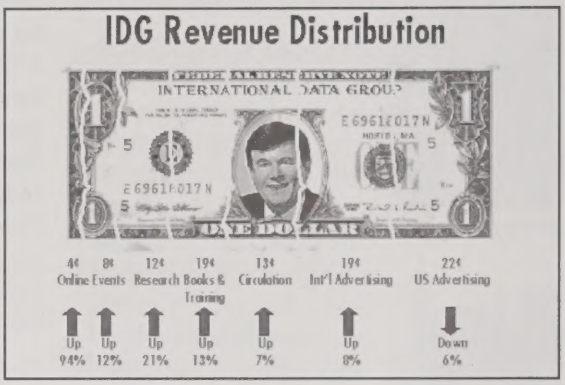
Conlin said the race to be a key player in today's Internet economy "is a marathon, not a sprint. This game is not over." He concluded that IDG's Web strategy for its publishing units has been on the right course, but that IDG must be more aggressive in every dimension of that strategy. To that end, he announced the launch of a new business unit (see story page 1). WU



Customer surveys show IDG is the clear market leader across many categories, including customers with large marketing budgets.



Print is still a viable and influential source of information among subscribers, Conlin noted.



One of Conlin's slides, which elicited smiles on both coasts, shows the diversity of IDG's current revenue mix. The remaining 3¢ of every dollar belongs to other print publishing activities, such as card decks and custom publishing.

Answers galore

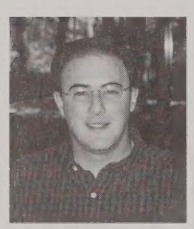
When it comes to answering technology questions, IDG has proven it is a formidable enterprise. In the last year, IDG:

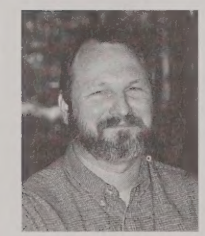
- Produced 4,000 research reports
- Trained more than 1.2 million people to be more comfortable with technology
- Sold 20 million books
- Distributed 300 million copies of publications
- E-mailed 1.6 billion newsletters

noteworthy people

Breitzer

Eichel


French


Lyzun

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IDG WORLD UPDATE PHOTOS

New employees

Previously a production assistant at Digital City San Francisco, **Frith Breitzer** is *Publish*'s newest assistant editor/producer handling Web design and production. She graduated from Bates College in Lewiston, Maine, with a B.A. in East Asian studies and is currently working toward master's degrees in both journalism and Asian studies at the University of California/Berkeley. When not studying she enjoys biking, theater and opera.

Bettina Eichel has been hired as *PC World*'s vice president/research. She was previously with Custom Research, Inc., where she designed, managed and analyzed custom research studies for clients such as Compaq, Levi-Strauss and Bank of America. She holds a B.A. in art history from Wellesley College in Wellesley, Mass., and enjoys travel, movies and exploring San Francisco's restaurants.

Daniel French joins IDC's Publishing Technologies Group as a software engineer, coming from General Dynamics Defense Systems where he held a similar title. He holds a B.S. in electronic engineering from the University of Massachusetts/Amherst and a master's in Engineering/Computer Systems Engineering from Rensselaer Polytechnic Institute in Troy, N.Y. He enjoys volleyball, rollerblading, skiing and dancing.

Also new at IDC is Publishing Applications Systems Specialist **Paul Lyzun**. He previously worked as a digital pre-press manager with Chatham Printing Co. in Newington, Conn. He earned a Master of Arts in Teaching in ceramics/teacher education from the Rhode Island School of Design and enjoys woodworking, gardening and growing fruit trees.

Client Service Representative **Jim Nagle** comes to IDC from the Sheraton Boston Hotel, where he worked in a variety of roles, including systems support, income auditor and banquet manager. He earned a B.A. in political science from Ithaca College in Ithaca, N.Y., and a J.D. from the New England School of Law. Away from the office he enjoys running and spending time with his three children, Julia, Erica and Ben.

Previously a workstation consultant with Providence Gas, **Steve Thibert** is IDC's newest PC support specialist. He enjoys reading, sports and day trips.

Ludmila Kozina has been hired by IDC as an application development specialist, coming from CogniMed, Inc. in Burlington, Mass., where she worked as a programmer/analyst. She holds a M.S. in physical engineering from the Moscow Physics-Engineering Institute.

Previously an international assignment manager with Prudential Relocation International, **Renee Dillon** has joined IDC's Irvine, Calif., office as an inside sales representative for Strategic Accounts. She attended Ohio Wesleyan University in Delaware, Ohio, where she received a B.A. in economics. She is currently studying for a master's degree in international business administration at the U.S. International University in San Diego.

Maha Hermes joins IDG Books' Foster City, Calif., office as a trade show specialist. She was previously a sales event specialist with Key Curriculum Press. She majored in advertising with a minor in marketing at San Jose (Calif.) State University and enjoys scuba diving, hiking and jazz.

Previously an administrative assistant at Greenberg, Rosenblatt, Kull & Bitsoli, **Veronica Trotto** is now *Network World*'s e-mail system administrator. She earned a Unix certificate from Worcester Polytechnic Institute in Worcester, Mass. In her spare time, she likes to read, bicycle and camp. She is also a big NASCAR Winston Cup race fan.

Heidi Tanakatsubo has been hired by *InfoWorld* as a sales associate. She holds a B.A. in American studies from the University of California/Berkeley and mentors high school students in her spare time.

Deanne Holzer joins *InfoWorld* as Eastern recruitment sales manager. She was previously vice president/client services with Bernard Hodes Advertising. She earned a B.A. in liberal arts from Monmouth College in West Long Branch, N.J. Outside the office, she likes running and weight training.

Online Business Development Manager **Michael Romoff** comes to *The Industry Standard* in San Francisco from Corechange, Inc., in Boston where he was director of business development. He attended Amherst College in Amherst, Mass., where he earned a B.A. in economic theory as applied to behavior. He claims to be proud to have survived the move from the East Coast to the West.

Copy Editor **Lori Patel** is also a newcomer to *The Industry Standard*. She was an assistant editor at *The Recorder*, a daily legal newspaper. She holds a B.A. in English from Trinity University in San Antonio, Texas, and an M.A. in the same subject from Duke University in Durham, N.C.

Melissa Schulz has been hired by IDG Global Solutions as an international advertising associate. She was previously a marketing assistant with Seven Mountains Software, Inc. Melissa attended California State University/Long Beach, where she received a B.A. in creative writing. She recently coordinated the fundraising and toy drives for the U.S. chapter of The Balkan Sunflowers, a charity for Kosovar refugees.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Ney Kruel *IDG Brazil*

19
Sinval Silva *IDG Brazil*

14
Andreas Dunse *IDG Germany*
Rudolf Schuster *IDG Germany*
Walter Kainz *IDG Germany*

13
Dagmar Batschat *IDG Germany*

12
Susanne Kratoschka *IDG Germany*
Michael Nerke *IDG Germany*
Gaby Kirschbaum *IDG Switzerland*
Linda Manes Goodwin *PC World*
Norman Noble *PC World*

10
Paul King *Mac Publishing*
Meg Rogers *IDG New Zealand*

9
Debora Sordini *IDG Italy*
Henry Pham *PC World*

8
Raymundo Cauby Rocha *IDG Brazil*
Noboru Masuda *IDG Japan*

7
Sylvia Chevrier *Mac Publishing*
Marlene Buschbeck-Idlachemi *IDG Germany*
Morten Meilby *IDG Denmark*
Steve Lawson *InfoWorld*

6
Natalie Jeday *Publish*
Ulrike Litzba *IDG Germany*
Takumi Takahashi *IDG Japan*
Fabian Hernandez *IDG Argentina*
Michael Riis *IDG Denmark*

5
Maryann Thompson *The Industry Standard*
Peter Kane *IDG New Zealand*
Steve Berkowitz *IDG Books*
Anne Ridyard *Digit (U.K.)*
Ana Orubeondo *InfoWorld*

4
Suzi Cristina da Costa *IDG Brazil*
Petra Koichova *IDG Czech Republic*
Jeffrey Chua *Computerworld Singapore*
Theresia Schmid *IDG Germany*
Sandy Reed *InfoWorld*

3
Mimi Sells *IDG Books*
Warren Cruz *IDG Books*
Keith Casner *InfoWorld*
Gina Peers *InfoWorld*

2
John Costello *IDG Australia*
Silvia Bassi *IDG Brazil*
Irena Posledni *IDG Czech Republic*
Tomas Bucina *IDG Czech Republic*
Gregor Malischnig *IDG Austria*
Dominic Butera *IDG Books*
Theodore Le Vine *IDG Books*
Tong Ying *IDC Singapore*
Gabriele Dineiger *IDG Germany*
Charles Glimm *IDG Germany*
Klaus Maurer *IDG Germany*
Michael Galuschka *IDG Germany*
Peter Steinlechner *IDG Germany*
Martin Deppe *IDG Germany*

1
Greg Canfell *IDG Australia*
Simone Freire *IDG Brazil*
Marco Goes *IDG Brazil*
Moacir Mendonca *IDG Brazil*
Jennifer McLaughlin *IDG Books*
Patti Bull *IDG Books*
Steven Anderson *IDG Books*
Hiromi Yoshida *IDC Japan*
Corinna Klinger *IDG Germany*
Nicole Stange *IDG Germany*
Mathias Bleher *IDG Germany*
Susann Gebler *IDG Germany*
Thomas Brugger *IDG Germany*
Helle Thilo *IDG Denmark*
Pernille Olsen *IDG Denmark*
Lene Sørensen *IDG Denmark*
Gloria Gonzalez *InfoWorld*
Claudia Tsunoda *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG, CNN

continued from page 1

• CNN Interactive and IDG.net will continue to exchange online content as well as introduce IDG stories into CNN.com/Tech's personal technology section and into other current and future CNN Web sites. In recent months, CNN Interactive and IDG.net expanded their alliance to include CNNenEspanol.com and CNNemPortugues.com. Last week, Svenska CNN began including Swedish IDG content in its technology section.

• IDG has committed to a three-year advertising agreement including Web sites and television networks and will launch an extensive marketing campaign that will make IDG one of the top advertisers of the CNN News Group. As a result, IDG and CNN will offer technology vendors access to the leading media vehicles in print, online, television and events, representing the broadest and most global marketing platforms in the industry.

• IDG will receive on-air and online promotion and co-branding around its association with CNN Interactive's Sci-Tech section. In turn, CNN will receive promotion in IDG print magazines and on IDG.net.

• CNN takes a minority equity position in IDG's new online company.

"As IDG looks to extend its reach to technology users via television and the Web, CNN is an ideal partner," said **Kelly Conlin**, president and CEO of IDG. "Our companies are uniquely well-matched in their global reach, commitment to editorial excellence and high quality audiences."

The expanded alliance will enable IDG and CNN to inform more people worldwide with information technology news using CNN's network of superior broadcasting programs.

CNN's top NewsGroup networks combined are available to more than 1 billion people in 212 countries and territories, in 34 bureaus with more than 750 broadcast affiliates around the world. WU

celebrating 10!

Name
Abbie Lundberg

Home
Gloucester, Mass.

Joined IDG
December 1987 as a part-time copy editor at *CIO*.

Career path
Since we started *CIO* with such a small staff, I created many of my early job titles as we grew — associate editor, associate managing editor. During the mid-90s, I was promoted to managing editor, then editor, then editor-in-chief.

Current title
Editor-in-chief. Should probably have a "co-" in front of it, since Editorial Director Lew McCreary and I collaborate on just about everything from our editorial vision and mission to the day-to-day running of the magazine.

Most challenging part of your job
Leading in a team-based environment, with the goal of delivering the highest value and quality to our readers while providing our staff with the greatest satisfaction and opportunity for growth.

Best part of your job
Making magazines!

Career highlight
Testifying before the U.S. Congress on the pros and cons of legislation to limit liability for failures caused by Y2K.

As a kid, what did you want to be when you grew up?
A pirate, a cowboy, a spy.

I joined IDG because...
The CIA didn't seem to want me.

What's kept you at IDG for 10 years?
Many things: Working with smart, talented, creative people; the high value placed on excellence; the opportunity to pioneer new things in an industry that's changing radically; the flexibility to do all this while still having a quality life with my family.

Family
Husband Tony Gross; daughters Alex, 9, and Lucy, 8.

Five people - living or dead - you'd invite to a dinner party?
Explorer Ernest Shackelton, author Somerset Maugham, musician Levon Helm, writer Bailey White, and CIO's own Marcy Dill.

Best advice you've ever received
Stay tuned!

*IDG Chairman **Pat McGovern** escorts CIO's **Abbie Lundberg** to dinner in honor of her 10 years of service to the company.*

What skill do you wish you had that you don't?
I'm a terrible shopper — absolutely hopeless. The back seat of my car is filled with things I have to return.

What's the most difficult decision you ever had to make?
Curtains. Do you know how many different fabrics, patterns, styles there are?

Dream destination
Any place with a hot beach, open ocean and no tourists.

Fantasy job
Explorer

Retirement dreams?
To travel to extremely different places, perhaps by boat.

Manager's profile
"Abbie is the first person I hired at *CIO*, nearly 12 years ago. She has gone from being indispensable to me to being indispensable to the magazine. Under her wise and steady guidance during the past several years, *CIO* has grown in quality, depth and authority. She is a thought leader to our flock of readers. She is a tireless and gifted editor who will do whatever it takes to make the product both highly readable and intellectually valuable.

— Lew McCreary, editorial director, CIO

Coming up

The Greater China IT Forum
Sept. 27-28
Hong Kong Convention Center
Hong Kong
www.idc.com.sg/gcit99/

1999 IDG Worldwide Managers Meeting
Sept. 22-26
Gran Hotel Bahia Del Duque
Tenerife, Canary Islands
Contact: **Marion Kibbee**
marion_kibbee@idg.com

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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O'Connor Abrams named president, CEO at CW

Michela O'Connor Abrams has been named president and CEO of Computerworld, Inc. A 15-year industry veteran, O'Connor Abrams has served as *Computerworld*'s publisher since March and will retain this role. She replaces **Jim Martin**, who has accepted a position as senior vice president and general manager of the Netscape division at America Online in Mountain View, Calif.

"Michela possesses a tremendous amount of strategic business experience, strong industry relationships and a far-reaching vision that will enable us to continue achieving the high standards we set for this publication," said **Joe Levy**, president & CEO of IDG Communications U.S. "The *Computerworld* brand is a powerful one, built on a strong legacy of award-winning news and analysis. Michela has been an important part of that legacy, and we are pleased to recognize her significant contributions with this promotion."

O'Connor Abrams first started with IDG in 1985 as a regional sales executive for *Macworld,* moving to a regional sales manager position the following year. In 1988 she joined *Computerworld* where she served as Western vice president of sales until 1991.

From 1996 to 1998 O'Connor Abrams served as chief operating officer of Ziff-Davis Events, where she managed content, sales, marketing and operations for 13 trade shows and conferences, and consulting services. From 1991 to 1996, she was group vice president and publisher for The McGraw-Hill Companies' computer trade publications, responsible for the operation and management of *LAN Times*, *Network Technical Journal*, *Selling Networks* and *Open Computing*.

O'Connor Abrams sits on the board of directors for the Internet Advertising Bureau and serves on two corporate boards for Internet strategies. She holds a B.S in journalism from California Polytechnic University at San Luis Obispo. WU

Reminder: employee surveys due June 23

The 1999 IDG Employee Opinion Survey was distributed to U.S. business units last week. Employees should complete the surveys and return them to the tabulation house by June 23. For further information, contact your Human Resources representative.

IDG journalists among most influential, according to *MC* annual ranking

Eight IDG journalists have been named among the most influential technology journalists in the U.S. by *MC*, the country's leading technology marketing magazine. The annual ranking, now in its fifth year, is based on a variety of measures including public profile, external activity, publication influence and circulation and reflects reader surveys and *MC*'s editorial perspective.

IDG journalists represented on *MC*'s "Top Influencers" list include: *PC World* Columnist **Stephen Manes**; *InfoWorld* Editor-in-Chief **Sandy Reed**; *PC World/PC World Online* Editorial Director **Phil Lemmons**; *PC World* Editor-in-Chief **Cathy Baskin**; *CIO* Editor-in-Chief **Abbie Lundberg**; *Computerworld* Editor-in-Chief **Paul Gillin**; *The Industry Standard* Editor-in-Chief **Jonathan Weber**; and *Demo Letter* Editor-in-Chief **Chris Shipley**.

IDG was also well-represented on several of the lists broken out by category. *MC*'s "Top Trade Journalists" list ranks influence of journalists at technology trade publications, and again IDG dominated with

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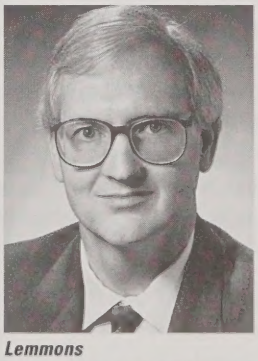

Lemmons

Baskin

Gillin

Weber

in brief newsworthy

IDG Books, Reader's Digest in direct-mail deal

The Reader's Digest Association, Inc. and IDG Books last month finalized a plan for Reader's Digest to market two of IDG Books' *Teach Yourself...VISUALLY* titles using Reader's Digest direct-mail lists of more than 100 million names in the U.S. and several other English-speaking countries.

Reader's Digest will reprint and distribute *Teach Yourself Computers and the Internet VISUALLY 2nd Edition* in the U.K., Australia and Canada. It will do the same for *Teach Yourself the Internet and the World Wide Web VISUALLY* in the U.S. While Reader's Digest will initially sell the two books in English it will eventually market them in other languages in up to 40 countries.

Derek Stordahl, IDG Books' director, subsidiary rights, said there were three reasons for the Reader's Digest venture. "They have a huge [direct-mail] list in the U.S. They have a global reach in 40 to 50 countries with local offices in each. And there's a good synergy between the Reader's Digest brand and the people we'd like to reach with our computer books. The Reader's Digest program really serves as a good way to introduce our books to new readers."

"We're excited about this opportunity to widen our mass market reach by partnering with a recognized leader in international direct mail," said **Mark Mikulich**, IDG Books' vice president for licensing and international development.

Stordahl noted that Reader's Digest will localize the content for the books sold outside the U.S. "In the U.K. they're putting in U.K Web sites and British spellings, for example. They're customizing the U.S. books by putting the Reader's Digest logo on the books and strengthening the binding for mailing. We couldn't give them a better price in terms of printing the books themselves, and it was a lot cleaner to let them take on the management of the printing."

According to Stordahl, IDG Books is negotiating to release more books in other languages as part of the Reader's Digest venture.

IDG Books' *Teach Yourself ...VISUALLY* series features full-color graphics and concise step-by-step instructions. WU

Macworld Online expands Internet reach

Mac Publishing, L.L.C. last week announced the acquisition of MacCentral Online (www.maccentral.com). The combination of the company's current Macworld Online (www.macworld.com) and MacCentral Online will create the world's largest independent Mac site.

"The combination of Macworld Online and MacCentral Online not only creates a world-class Macintosh information, news, and reviews site, but presents broad and expanded opportunities to reach a variety of Macintosh users, from professionals to aficionados," said **Colin Crawford**, president and CEO of Mac Publishing.

"This acquisition represents the continuation of our aggressive online strategy, and MacCentral will complement our current sites: MacWEEK.com, Macworld.com, iMaworld.com and MacBuy.com. It is our goal to have the largest, most focused, independent Mac hub on the Internet, and this acquisition brings us closer to that goal."

Each publication brings a different corner of the Mac community to form a comprehensive Internet resource that serves the entire Macintosh population. Macworld Online is written for high-end Macintosh professionals who depend on features and lab-based reviews based on comprehensive product testing; while iMacworld is a one-stop site for coverage of games, gadgets and gear for Mac enthusiasts who use their Macs at home for work and play. MacBuy.com serves as the definitive gateway to Mac products, information and buying advice. From one point of entry readers have access to product reviews and the latest pricing from the industry's top Apple authorized resellers. Written for busy Mac professionals, MacWEEK.com provides reliable and timely Mac business news analysis. MacCentral Online serves an ever-growing online community of Macintosh users and managers by providing a broad range of Mac information and interactive resources, including the timeliest Mac news available on the Web. It was purchased from its owner, Stan Flack, in Halifax, Nova Scotia. WU

Kit Gould earns Publisher of the Year honors

Gould

At last month's PPA Awards for Editorial and Publishing Excellence in the U.K., *PC Advisor* Publishing Director **Kit Gould** won the Publisher of the Year award in the business and professional magazines category.

In giving the award, the judges praised Kit's ability to seize publishing opportunities and described him as "a good lateral thinker who demonstrates all-round publishing skill in a competitive market. He shows you can have successful brand extensions which are as spectacular as the title's circulation growth."

Launched in 1995 and acquired by IDG in 1996, *PC Advisor* is the U.K.'s fastest growing monthly PC magazine. The circulation has grown to 161,161 in just three years.

PC Advisor Art Director **Aileen O'Donnell** also caught the judges' attention and was included on the list of six finalists for the Business and Professional Magazines Designer of the Year award.

With over 800 entries across 19 categories, the highly competitive PPA Awards are the most widely recognized accolades in the U.K. magazine industry. The magazines awards are sponsored by a number of companies including John Menzies, Comag magazine distributors and a number of magazine printers. WU

Q and A executive

John Kilcullen
The CEO of IDG Books Worldwide is this week's columnist. Part 1 of his column appeared May 31.

IDG Books at-a-glance

Established 1990

Date IDG Books went public July 27, 1998

NASDAQ symbol: IDGB

Number of employees 451

Major locations Foster City, Calif.; Indianapolis; Chicago; Lincoln, Neb.; New York and Toronto

Primary brands and product lines ...For Dummies® series (with seven ...For Dummies-related product lines); Cliffs Notes™; One Step At A Time™; ...Simplified™; Teach Yourself™; Teach Yourself Visually™; Master Visually™; MIS:Press®; M&T Books™; Bibles; ...Secrets®; ...Studio Secrets™; Novell Press™; Netscape Press™; AOL Press™; Hewlett Packard™ Press; Master References; Administrator's Handbooks; Ace It!™; and Certification Study Systems.

Books in print More than 75 million

Websites
www.idgbooks.com
www.dummies.com
www.dummiesdaily.com
www.cliffs.com

Q What can you tell us about your online plans?

A IDG Books recently restructured to form three new groups, including a new Internet division. The IDGB Internet Group will be led by Senior Vice President **Brenda McLaughlin**, a five-year veteran of IDGB who previously managed the IDGB Technology Group. The new group's mission is to establish IDGB as the preferred how-to destination online, making our Dummies, Cliffs Notes, Simplified, Certification and other trusted learning experiences available to anyone, anytime, anyplace. The group's initial focus will be to extend the portfolio and reach of Dummies Daily, currently a licensing arrangement with PCWorld Online, with over 285,000 subscribers receiving 900,000 daily electronic deliveries of 16 newsletters, and to expand IDGB's pioneering efforts selling downloadable titles to online resellers like beyond.com and amazon.com and directly to consumers. For example, IDGB's Cliffs Notes Web site (www.cliffs.com) is a premier destination for youngsters ranging from 12 to 22 years of age. The site does an active business in electronic downloads. We also recently signed a deal to bring our top Dummies titles out in downloadable Web, Rocket Book and Softbook formats, and we are working with toExcel to deliver print-on-demand editions of titles. We will also be launching a new Cliffs Notes daily e-newsletter in the fall as part of our first integrated print/online series launch. Each new Cliffs Notes technology and personal finance title will have an online resource center with interactive tools as well as daily updates in the form of tip-a-day-newsletters like Dummies Daily.

Phase I of our Internet initiative will be to build and recruit an enterprising group of experienced Internet champions to extend online our award-winning portfolio of brands. As we implement our branding, circulation and e-commerce/transaction strategies and learn firsthand what our customers want, we will aggressively evolve our offerings to deliver a focused portfolio of branded "experiences" online just as intensively as we've done in the consumer and technology book space. We will employ a mix of "build/buy/partner" strategies as we develop our infrastructure and offerings. We recognize that the investment requirements are substantial to compete effectively in this new online world. We are running at "Internet speed" and more announcements are expected as we finalize our plans.

Q In the course of running a public company, what are the nature of the changes you've experienced vs. running a private company?

A Fundamentally we continue to run our enterprise as we always have -- with a laser-like focus on serving the needs of our customers, employees, strategic partners and owners. As has been the case for the last nine years, our growth and infrastructure initiatives in the U.S. and abroad are high priorities, and as a company with an "E" (Earnings), we need to do all of this increasingly more profitably.

As Steve [IDG Books President **Steve Berkowitz**] is fond of saying, "in the old days [as a private company], we could miss a quarter and still make our year. Now we manage one quarter like we used to manage the entire fiscal year." We don't have the luxury of missing analysts' estimates or our own internal forecast. One key metric of being a public company is how successfully we improve our performance over the prior comparable quarter. We are also expected to be more productive and efficient as we add head count. Expectations in the Internet space are high and need to be actively managed. We recognize change is constant, and we do our utmost to anticipate relevant changes in the markets we serve and plan accordingly.

As a public company, we must exercise an extraordinarily high degree of discipline and discretion as it relates to forward-looking commentary and material disclosures about our business. This discipline extends to sales forecasting, financial controls, public and investor relations and all business processes including strategic investments and acquisitions. This process requires nerves of steel and due to Securities and Exchange Commission rules, is quite restrictive.

As a separate corporation, IDG Books has established an entirely new benefits package for employees. In addition to new medical coverage, we were required to create our own IDG Books ESOP (modeled on the IDG plan) which has been folded into a "KSOP" retirement planning vehicle. This plan includes a profit sharing and 401K plan with a matching component. We also introduced an ESPP (Employee Stock Purchase Plan) to allow IDG Books employees to purchase company stock through a payroll deduction plan. When we went public last year, we issued stock options so our team can share in the overall growth of the enterprise value of IDGB. Enhancing shareholder value is a critical benchmark of our performance. That said, our team has risen to the challenge and I am grateful for their shared commitment and results orientation. We've made a successful transition and have received an enormous amount of publicity that we would not have received otherwise. Overall, we would do it again (but with what we know now, we'd do it very differently!).

U.S. IS managers emerge from annual meeting with

Global purchasing contracts, coordinated approach to functional areas and i

IDG on track with Y2K compliance

IDG Director of Information Services **Nancy Newkirk** provided meeting attendees with an update on her group's progress toward ensuring Y2K compliance across IDG's U.S. business units. Newkirk noted that work in this area falls into one of three categories:

- Ensuring the readiness of IDG's internal systems.
- Surveying IDG's vendors and customers to ensure the readiness of their systems.
- Responding to compliance surveys received from our vendors and customers.

Newkirk expressed confidence that IDG's internal systems will be 100% compliant come Jan. 1. "All of our U.S. business units have Y2K plans in place and are making good progress in implementing them," she said.

In terms of surveys, Newkirk noted that her group had sent out over 3,000 surveys to vendors and key customers and has received well more than half of them back to date. In addition, she said that IDG has completed and returned some 635 surveys received from our customers and vendors.

Senior information systems executives from IDG's U.S. business units holed up on Cape Cod in early May to discuss areas of common concern and opportunities for collaboration at the annual Information Systems Council (ISC) Conference. Three days later they emerged with a deeper understanding of many of the issues affecting all IDG business units as well as a plan of action for putting together a set of specific recommendations that will be put into effect by mid-June.

This year's meeting, which was held in New Seabury, Mass., attracted 15 attendees representing 11 U.S. business units and one special guest from IDG Denmark. According to meeting organizer **Morris Effron**, director of IS at IDG's International Publishing Services in Boston, four key issues served as the primary focus of the meeting:

- IDG's "Cultural Revolution" – implications and opportunities for IT.
- Y2K remediation.
- Remote computing and related issues.
- Aligning IT with the business.

In addition, three breakout sessions focused on Best Practices in User Training and Support, Network Security and Application Development. IDG Director of IS **Nancy Newkirk**, Senior Technology Manager **Kevin Burns** and Business Support Manager **Joe Norton** also updated the group on the recent activities of IDG's Corporate Services Group.

"One of the most important topics we explored were areas where, through better coordination of purchasing, we could collectively leverage the size of IDG to realize significant cost savings related to IS throughout the company," Effron said. As an example, he cited the "enormous benefits" of creating an umbrella contract with a communications carrier such as AT&T or MCI that would allow individual business units to take advantage of volume discounts.

Two other areas where global purchasing contracts could provide significant savings to IDG business units worldwide are computer hardware and software. Effron noted that the group is looking into the feasibility of establishing such contracts with worldwide providers such as Dell and Microsoft.

The group also identified three key functional areas in which a collaborative and coordinated IS approach could result in both savings and boosted efficiency. Those areas are:

- **Data warehousing**. The goal of data warehousing is to make information that resides in separate systems available to users through a common interface. So, for example, a sales rep could quickly and easily pull up a particular customer's data profile, historic advertising information and any articles his or her publication may have run about the client in the past few months.

- **Sales force automation**. Sales force automation software computerizes the sales process, putting the tools that sales reps need to be most effective at their fingertips, from prospecting to call reporting to order entry. A key goal in this area is a single, integrated system that supports all the different sales activities of the business unit (e.g. advertising, custom publishing, events, etc.).

- **Meta tagging**. Meta tagging using the XML standard is a newly emerging industry-wide publishing standard that is used to index content for redistribution on the Web, in various databases and in archives.

And finally, attendees agreed upon the value of making detailed purchasing and services reference information available to one another. **Jeff DeBalko**, president of IDG Global Communications, is currently investigating the feasibility of building a searchable database into the ISC discussion database. Once the database is in place, each business unit will be asked to provide information such as what brand of laptops they buy, what printers, desktop machines and fax equipment, which long-distance carrier and which ISP they use so that others will be able to benefit from their experience before making purchases.

continued on next page

Job Opportunities – Monday, June 7, 1999

Intern, Finance Department (IDC)
IDC's Finance Department seeks an undergraduate intern to assist with billing, filing and other finance projects. Qualifications include undergraduate course in accounting and business, proficiency on excel and attention to detail.
Location: Framingham, MA
Contact: E. Mazzaglia, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Inquiry Analyst, Desktop (IDC)
The Inquiry Analyst's primary charter is to provide IDC customers with inquiry and research support. Additional responsibilities include; client/contact information management, inquiry usage tracking, and sales and service liaison for a distinct customer set. The analyst will become knowledgeable in IDC's market research products and services and draw from these resources in supporting the customer's information needs. The Inquiry Analyst will also be responsible for remaining current on IT industry news and events especially in the Internet arena. As the key interface for many customers, the ideal candidate should have: BA/BS preferred; 2-4 years of professional/business experience; demonstrated customer service skills; excellent oral and written communication skills team player; ability to manage multiple tasks/projects simultaneously. Computer skills and knowledge of the IT industry are strongly preferred. This position will necessitate flexible hours (10:30-7 PM) to support our West Coast customers.
Location: Framingham, MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Channel Manager, GamePro.com (IDG Games Media Group)
Games Media Group is seeking a Channel Manager who will be responsible for all editorial content on the GamePro.com channel within the GameProWorld.com online site, and be a product champion to ensure its success. Following overall editorial direction from GPW Editorial Director, the candidate will determine the editorial "voice" for the channel, including the look and feel and the nature of the user's interaction with the site. Will coordinate editorial, art, and production departments (in concert with Managing Editor) in turning out the site's content. Will set deadlines and establish production schedules for all content, any may be very involved in the creation of editorial. Will be responsible for 1 or 2 lower level editors, freelance writers, and possibly designers. The ideal candidate will have a magazine or internet related background, and possess at least 5 years of editorial experience.
Location: San Francisco, CA
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracey_nemiro@idg.com

VP, Business Development (IDG/CN) (3)
The IDG Communications Network is seeking several seasoned, energetic and experienced senior sales executives to manage selected accounts in IDG's Top Twenty-Five domestic customers and their agencies. Candidates should be customer centric, solutions focused, articulate, and possess multi-tasking skills with the proven ability to creatively sell IDG's domestic on-line and off-line portfolio to drive enhanced IDG revenue and profits. At least seven years of successful integrated sales experience is required, IT industry knowledge with Associate Publisher/Ad Director level publishing, marketing and/or senior level agency account side experience an added plus.
Locations: San Francisco, CA & Rochelle Park, NJ & Framingham, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

National Accounts Analyst (IDG/CN)
The National Accounts Analyst will analyze competitive investments, rates, discounts and group buys to construct multi-publication advertising proposals and contracts. Reporting to the Director of Operations, he/she will work with IDGCN sales to negotiate and sell proposals within/outside of IDG, track spending and compliance, and respond to client requests. To succeed in this entrepreneurial environment, candidates should combine an interest in IT with superior quantitative, analytical, and communication abilities. Solid organizational skills, an eye for detail, BA/BS (or equivalent) and 2 years of related experience are required. *Location: San Francisco, CA*
Contact: A. Hub, Fax: 415-676-3032, Phone: 415-705-6421, Email: andrew_hub@idg.com

Director, Research (IDG/CN)
An experienced and energetic market research professional is needed to manage primary, syndicated and secondary research projects to support IDG's corporate sales and marketing initiatives with its top U.S. customers. Reporting to the President of the IDG Communications Network, he/she should have at least six years agency, consulting or publishing research experience using various methodologies, be accustomed to directing outside research firms and working with ad agencies and clients on tight deadlines. A solid understanding of syndicated research, the computer industry, solid project experience, excellent analytic, presentation and communications skills, and the ability to work independently are required. *Location: San Francisco, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Media Research Analyst (IDG/Rsch)
IDG Research Services Group has an immediate opening for a Media Research Analyst. The position handles the analysis of syndicated media research studies through the use of a PC-based custom software package. The ideal candidate will have a background in research with a strong aptitude for numbers and data analysis, as well as excellent computer skills. Background in advertising or knowledge of advertising terms and concepts a plus. Knowledge of Telmar or IMS a plus, but not necessary as training will be provided. Other duties will include the maintenance of the database, assisting in media research training, and maintenance of a media research library. Ability to work with people and excellent customer service skills a must. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

Ad Coordinator (IFW)
InfoWorld is seeking an Ad Coordinator for its Recruitment Advertising Department. Responsibilities include gathering and entering all data pertinent to the booking of Recruitment advertising; creating dummy layout of weekly ad pages; heavy telephone contact with and in support of clients, agencies, and sales offices; maintaining accurate sales records and reports for management; typesetting and proofing ads as needed; inputting job postings on internet site. This individual will also work in liaison with the Sales, Production, Finance, and IS Departments. Candidates must have strong multitasking and organizational skills, a customer service attitude, and excellent phone manner is required. Must be detail oriented and able to perform well under daily and weekly deadlines. One-three years experience in advertising, coordination, print and production preferred. Advanced computer (PC and Mac) skills are required. *Location: San Mateo, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Ad Director (IFW)
InfoWorld is looking for an Advertising Sales Director to lead a team of Regional Sales Managers in driving ad revenue in both the print and on-line business for InfoWorld. Based in Northern California, the position will be responsible for covering six territories in Colorado, Northern Nevada, Northern California, Utah, and Idaho. The ideal candidate will have a minimum of 10 years of computer or business publication ad sales experience, a thorough understanding of the IS/IT market, and a proven track record of successfully leading a sales team. This position reports directly to the Publisher. *Location: San Mateo, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Senior Conference Manager (IS)
The Senior Conference Manager will be responsible for managing all aspects of the promotion, development, and execution of annual industry conferences plus other such events, workshops or meetings that may be produced by The Industry Standard. Duties include but are not limited to participating in the development of new events and the content for all events, negotiate and maintain vendor relations, control and manage expenses according to budget, manage the day to day activities of the conference group for multiple conferences and provide periodic reporting of events status to the Director of Conferences & Events. The ideal candidate must have 5+ years experience in all aspects of conference management with a proven track record of generating registration, recruiting high-profile speakers, creating compelling marketing campaigns, and flawlessly executing logistical details. Must have strong PC, project management and written and oral communication skills. Knowledge of the internet industry and supervisory experience is a definite plus. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommyl@thestandard.com

Account Executive (NW)
This is a great opportunity for anyone who wants to grow their career in advertising sales. In this role, you will prospect for new clients and work with a target list of "B" accounts. Individual must have a strong phone presence and effectively make prospecting/cold calls, seeking opportunities to break new business. Individual will also work in partnership with District Sales Managers, scheduling meetings, researching accounts, and adding value to existingbusiness. Qualified candidates must have excellent communication, interpersonal and organization skills. Prior sales experience or ad agency media experience a plus. Individual must be able to work independently and as a member of a sales team. Familiarity with the high technology market a plus! *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Business Analyst (PCW OSG)
The Business Analyst will be responsible for the maintenance, execution, and analysis of the PC World Technology Network's list rental operations. This will include communicating with outside brokers, creating list rental insertion orders, creating mailing lists, proofing ad copy, and mailing to these lists through Listproc. The Business Analyst will also maintain and analyze list rental revenue projections and act as backup to the current site traffic reporting structure. Candidates must be willing to take on new responsibilities as they arise and juggle simultaneous demands. Candidates should have strong computer skills, especially MS Excel, a good understanding of the UNIX operating system, with a focus on the command line language, and experience with Windows NT and Databases, preferably SQL 7.0 and Marketwave's site analysis tool. *Location: San Francisco, CA*
Contact: T. Harting, Fax: 415-974-7316, Phone: 415-267-1779, Email: tobias_harting@pcworld.com

Senior Account Manager (Publish)
This tenured seasoned sales professional will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining professional and consistent performance in fulfilling all sales goals. This individual will be responsible for cultivating and prospecting new business opportunities, expanding and servicing existing accounts, providing customer support, and generating reports. The ideal candidate must be a highly effective communicator and negotiator and have a proven track record as an effective sales person with at least 3 - 5 years of sales experience. Prior publishing or high tech experience is a plus. *Location: San Francisco, CA*
Contact: K. Elken, Fax: 415-278-8550, Phone: 415-243-3515, Email: karl_elken@publish.com

"Wish you were here..."

IDG Employee Referral Bonus Plan

Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

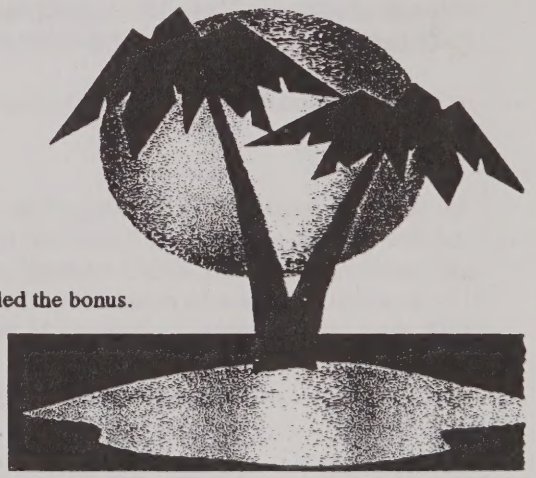
- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

  Grand Prize -- $2,000 Runner-Up -- $1,500

  Business units may elect not to participate for part-time hires.

RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: $500 $200

n plan

ion sharing top list

Participants in this year's meeting included (back row l-r): ***David Woodall****, CIO;* ***Scott Drobes****, ExecuTrain;* ***Rick Broughton****, Computerworld;* ***Mike Draper****, Network World;* ***Morten Meilby****, IDG Denmark;* ***Joe Norton****, IDG;* ***Wally Clegg****, Publish;* ***Norman Noble****, PC World;* ***Mitchell Rose****, IDC;* ***Mike Schroeder****, Infoworld. Front row l-r:* ***Mark Hall****, IDC;* ***Kevin Burns****, IDG;* ***Morris Effron****, IDG International Publishing Services, and* ***Nancy Newkirk****, IDG.*

continued on previous page

"This was the ninth meeting of the IDG IS managers. Each time we meet, we discover how many business issues we share and how many interesting and different solutions we have implemented. We always come away with a renewed sense of community and action items for capitalizing on our various strengths. It's a great group!" said IDG's Newkirk.

Effron noted that the IS managers are eager to encourage more involvement from IDG's international IS managers and will be looking at ways to establish better contact with this group. The meeting presentations will be posted on the ISC discussion database (available on the Web via IDG Central or through Lotus Notes) by mid-June.

Anyone with questions may contact Effron at morris_effron@idg.com. If you need a login or password for IDG Central, visit idgcentral.com and fill out the online request form. WU

IDG journalists

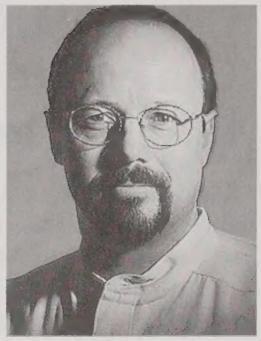
continued from page 1

five of the top 10 spots — more than any other company. The list features: *InfoWorld*'s Sandy Reed, *Computerworld*'s Paul Gillin, *CIO*'s Abbie Lundberg; *The Industry Standard*'s Jonathan Weber; and *Network World* Editor-in-Chief **John Gallant**.

"With more top journalists on this 'influencer' list than any other company, IDG illustrates its unrivaled commitment to editorial integrity, excellence and relevance," said **Kelly Conlin**, president and CEO of IDG. "We are proud of these journalists who are leading the way in helping our readers make critical business and technology decisions."

In the Newsletter category, Demo Letter's Chris Shipley was named top editor. *PC World* Columnist Stephen Manes and IDG VP, Technology and InfoWorld Columnist **Bob Metcalfe** were among the top five on the Pundits list.

A total of nine IDG titles are listed among the Top 50 Publications. These include: *PC World* (No. 8); *InfoWorld* (9); *Computerworld* (12); *Network World* (17); *Macworld* (25); *CIO* (27); *Federal Computer Week* (38); *GamePro* (42); and *eMediaweekly* (49), which ceased print publication in February. The ranking is based on IT ad revenue and covers the 12-month period April through March.



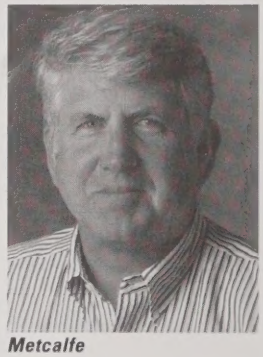
Gallant

Reed

Shipley

Lundberg

PC World and *InfoWorld* were also included among the top 10 Hottest IT Media, with *PC World* moving up two spots from last year to No. 6 surpassing *PC Magazine* along the way, which slid from No. 2 last year to No. 8 this year.



Metcalfe

In addition, Phil Lemmons and Cathy Baskin, Sandy Reed and Jonathan Weber were invited to contribute columns.

Manes

"IDG continues to demonstrate an impressive degree of editorial leadership in the technology space," said *MC* editor Jeffrey O'Brien. "*The Industry Standard* has made a strong impact as a successful Net start-up publication, and the traditional IDG powerhouses continue to thrive."

MC's 1999 media report appears on the Web at: www.marketingcomputers.com/issue/june99/index.asp. WU

CW's Technical Recruiting Conference series begins this week in California

1999 CW Technical Recruiters Conference dates

Chicago area (Aug. 30)
Philadelphia area (Sept. 13)
Washington, D.C. (Sept. 27)
Boston area (Oct. 4)
Dallas (Oct. 18)
Atlanta (Nov. 8)
San Francisco area (Nov. 15)

Plans are under way to hold conferences next year in Tampa, Kansas City, Minneapolis, Phoenix, New Jersey and Los Angeles.

Computerworld's eighth annual Technical Recruiting and Retention Conference will be held June 6-9 at the Marriott's Desert Spring Resort in Palm Desert, Calif. One-day regional conferences are slated to be held in 12 other U.S. cities.

The conferences enable staffing specialists at IT services firms and in corporate human resources departments to learn more about how to attract and retain qualified IT professionals. This year's event features more than 25 presentations and workshops for the well over 500 paid registrants expected to attend. One hundred exhibitors representing 30 companies including job fair producers, skill testing companies and other vendors will also be on site.

CW Vice President/Recruitment Advertising **John Corrigan** said bringing clients and the CW Careers sales staff together in a learning environment has been mutually beneficial. "Our staff gets to learn the daily staffing challenges facing our clients — what they perceive as their priorities and what solutions they are currently considering. This is done in a collegial atmosphere where Computerworld is helping solve those challenges. At a time when the traditional staffing model is dramatically changing, being thought of as part of the solution makes for excellent relations."

The Internet is the reason behind changes in technical recruiting. Corrigan said that while Internet-enabled hiring accounts for about 1% of all new hires of any kind in the U.S., in technology recruiting the figure is close to 50% and growing fast.

Corrigan noted that *Computerworld*'s ROP sales staff is welcome to attend recruitment events to meet representatives from their accounts, learn how they are doing, who they are hiring and how soon they will be bringing products to market. "This can be valuable information when making marketing and sales calls on IT vendors," he said.

For more information on the technical recruiting conference, contact CW Professional Development Director of Marketing **Derek Hulitzky** at derek_hulitzky@cw.com. WU

Corrigan honored for technical recruiting contributions

*After receiving his award from the Employment Management Association, **John Corrigan** met the first recipient of a felllowship established in his name: Kimberlee Luce, a Fulbright Scholar who recently completed a graduate HR management degree at Case Western Reserve University in Ohio.*

John Corrigan, Computerworld's vice president of recruitment advertising, received two honors in April from the Employment Management Association (EMA), a division of the international Society for Human Resource Management. Corrigan was just the second recipient in the EMA's 30-year history to receive the organization's President's Award, which is given to individuals who have made extraordinary and significant contributions to employment and education.

High on the list of Corrigan's many achievements is his creation of the Computerworld-sponsored Technical Recruiting Conferences in 1992. The nationwide series of conferences enables technical recruiters to explore the issues, trends and challenges associated with hiring IT talent.

In presenting the award EMA Foundation President Peter Franks said, "Well before recruiting was a hot profession itself, John recognized that recruiters lacked many of the formal and informal opportunities to learn their profession and excel. His Technical Recruiting Conferences raised the bar for recruiter training and directly helped many careers. He also spearheaded the nationwide effort to develop regional technical recruiting networks as an unbiased forum to share ideas and improve every aspect of staffing performance."

In addition, the EMA Foundation established a fellowship in Corrigan's name to be awarded annually to a promising human resources leader. Computerworld is funding the fellowship for a three-year period. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Marilena Gonçalves Maia *IDG Brazil*

13
Corinne Schmidt *IDG Switzerland*
Susan Egan *InfoWorld*

12
Frank Hahn *IDG Germany*

11
Karin Tzschentke *IDG Austria*
José P. Martinez *IDG Brazil*

10
Bob Peterson *InfoWorld*
Whitney Wu *IDG Taiwan*

9
Bea Horváth *IDG Hungary*
[illegible]ca Rodriguez *IDG Hungary*

8
Carol Johnstone *Mac Publishing*

7
Karen Mulligan *Laurentian Technomedia*

6
Claire Lee *IDG Taiwan*
Sean Chang *IDG Taiwan*

5
Jiri Zichacek *IDG Czech Republic*
Mike Salayko *PC World*
Sheila O'Brien *IDG New Zealand*
Jose Ralphe Manzoni *IDG Brazil*

4
Matthew Beale *Mac Publishing*
Cecilia Garcia *IDG Spain*
Yolanda Camargo *IDG Spain*
Irene Lee *IDG Taiwan*

3
[illegible]ron Paulino *InfoWorld*
Dan Seoane *InfoWorld*
Jessica Ross *Mac Publishing*
Rafael Imedio *IDG.net*
Alia Fitzgerald *IDG Books*
Debra Gates *IDG Books*
Walter Bruce *IDG Books*
Norbert Redl *IDG Austria*
Peggy Tang *IDG Hong Kong*
Richard Brewer *IDC*

2
Sean Murphy *PC World*
Kimberly Lyons *PC World*
Andrea Lengyel *IDG Hungary*
Jason Barnes *IDG Australia*
Amy Platt *IDG Books*
Rose Marie Cleese *IDG Books*
William Kinsey *IDG Books*
Christopher Kobran *IDG Games Media Group*

1
Bob Cathey *InfoWorld*
János Varga *IDG Hungary*
Cass Warneminde *IDG Australia*
Sharon Bird *IDG U.K.*
Tim Clackett *IDG Global Solutions/EMEA*
Amanda Hudzietz *IDG Books*
Jason Luster *IDG Books*
Kenneth Woofter *IDG Books*
Kurt Stephan *IDG Books*
Stuart Crumbaugh *IDG Books*
Michael Gowan *Mac Publishing*
Ulyssis Bravo *Mac Publishing*
Timothy Moynihan *IDG.net*
Jacky Chou *IDG Taiwan*
Amy Lee *IDG Taiwan*
Pamela Giesen *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

people noteworthy

New employees

IDC has hired **Jonathan Guloyan** as senior group marketing manager in its Framingham office. He last worked for Giga Information Group in Norwell, Mass., as a marketing manager in the events group. He holds a B.A. in psychology from the University of New Hampshire, an M.A. in marketing communications from Emerson College, and an MBA from Northeastern University, both in Boston. When not sailing, he teaches marketing at Northeastern.

Julia Russ joins IDG World Expo as a conference coordinator, coming from M.C. Communications where she was an advisory board coordinator and meeting planner. She majored in sociology, with a minor in business, at Boston's Northeastern University. She enjoys cooking and travel and is currently "trying to learn gardening."

IDG World Expo welcomes registration manager **John Douglas**, most recently the event/operations manager for Convention Data Services. He has a B.S. in exercise science from Ithaca College in Ithaca, N.Y., and enjoys golf, tennis and kayaking.

Formerly an account manager at Kronos, Inc., **Rich Green** has signed on as an account executive for IDG List Services. Rich earned a B.A. in communications from the University of Massachusetts at Amherst. A sports enthusiast, he particularly enjoys playing volleyball and golf.

Payroll Manager **Kim Patrick** comes to IDG Books in Foster City, Calif., from TBS Printware where she worked in payroll and accounts payable. She attended Chabot College in Hayward, Calif., enjoys fishing and reading and is trying to figure out how to do both at the same time.

Martha Becquer has been hired by IDG Global Solutions' Latin America office in Miami as an international sales assistant. She was previously a sales and manufacturing coordinator with Mako Marine International. She attended Miami Dade Community College and is "100% involved" in her children's activities. When not making mosaics she is "trying to exercise more."

Transfers

InfoWorld's Senior Vice President/Human Resources and Administration, **Donna Vieraitis** is now vice president/Human Resources at IDG Books' Foster City, Calif., office, charged with managing the HR department for more than 400 employees in multiple locations. She earned a B.A. in psychobiology from Mt. Holyoke College in South Hadley, Mass., and an MBA from Babson College in Babson Park, Mass. Away from the office she enjoys running and spending time with her husband and two daughters.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG WORLD UPDATE
Russ

IDG WORLD UPDATE
Douglas

contest for fun

Congratulations to all our enthusiastic caption contributors. Winner **Steve Reddington** will have his choice of an official "Off line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 5.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"You know, the new iMac was a far easier ride than this MS puppy...kinda colorful too."
Tim Clackett *IDG Global Solutions/EMEA*

"Hey Linus — let's see if you can tame this beast!"
Peter Wiwe *IDG Denmark*

"There warn't nothin' Micro or Soft 'bout the way 'em last boys landed that tried to boot up that 'lil filly."
Vicki Halloran *IDG Books Worldwide*

"Don't be afraid, Gerald. She won't bite unless you turn her on."
Daniel Cardamone *IDC Latin America*

"He just ain't gonna make it. You start digging, and I'll find the cardboard coffin he came in."
Steve Harris *IDC*

"Dang fool! No one's ever lasted eight seconds without crashing!"
Gerry Criscenzo *IDG IS*

"Bobby is the fastest Windows installer in this here county, but it looks like he just met his match...a Linux machine that doesn't want to be dominated."
Juliana Benson *IDG World Expo*

"C'mon Billy, let's see ya plug 'n play this little sucker."
Steve Reddington *IDG New Zealand*

"Easy there, little buddy...Win95's been trying to figure that one out for years now. A half-pint like you don't stand a chance. Go back 'home' where ya belong..."
Bob Gagnon *IDC*

"Careful, Zeke, that's one of them there StrongArm systems."
Bill Peterson *IDC*

Rich Tennant's original caption

"Hold on there, boy! You think you're gonna install Windows 98 on old '286' yourself? Well you'd better hope to high heaven she's in a good mood today."

Coming up

GovTechNet International
June 15-17
Washington (D.C.) Convention Center
www.govtechnet.com

Internet Summit '99
July 17-20
Ritz-Carlton Hotel and Resort
Laguna Niguel, Calif.
www.thestandard.com

IDC Eastern European IT Forum
June 21-22
Prague, Czech Republic
www.idc.de
Contact: Michael Vogel, IDC Germany
mvogel@idc.com

Smart Sourcing Conferences and Expos: Next Generation IT Outsourcing Services and Solutions
June 28-30
San Francisco, Calif.
Contact: Amanda Lawatsch, IDG Channel Services Group
amanda_lawatsch@idgchsg.com

IDG U.S. Sales Meeting
Aug. 25-28
Del Coronado Hotel
San Diego, Calif.
Contact: Marion Kibbee, IDG Corporate Support Center
marion_kibbee@idg.com

European IT Forum
Sept. 12-14
Paris, France
http://www.idcresearch.it/forum/itforum99/index1.html

New IDG Global Solutions/EMEA address

IDG Global Solutions' U.K. office has moved to:

29-31 Kingston Road
Staines, Middlesex TW18 4QG
England

Phone and fax numbers remain unchanged:

Tel: +44-1784-210-210
Fax: +44-1784-210-200

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDG assistance mobilizes Global Technology Corps

IDG WORLD UPDATE

*IDG Global Solutions' International Marketing team in San Francisco handled the outreach to the high-tech community that resulted in more than $700,000 worth of donations for the Global Tech Corps' first project. (Left to right): International Marketing Assistant **Yoko Nishikubo**; International Research Analyst **Volker Heistermann**; Director of International Strategic Marketing **Melanie Edwards**; International Research Analyst **Ekapat Chareonlarp**, and Information System Manager **Shawn LoCascio**. Absent from photo: International Marketing Assistant **Laure Majcherczyk**.*

IDG and the U.S. Information Agency (USIA) have collaborated to form The Global Technology Corps (GTC), a public-private partnership through which technology and telecommunications companies provide equipment, Internet connectivity and technical assistance to underdeveloped countries.

The program was formally announced at the IDG Global Briefing Series in late May (see sidebar page 4), but the Global Tech Corps' first project, providing connectivity to Kosovar refugee camps, was actually well under way weeks earlier.

Aware of IDG's key role in the creation of the U.S. Tech Corps, a two-year-old effort that mobilizes business support to provide computer equipment to U.S. schools and wire them to the Internet, (see *IDG World Update* Jan. 20, 1997), USIA officials contacted IDG in November to discuss rolling out the concept globally to countries most in need.

IDG Global Solutions Director of International Strategic Marketing **Melanie Edwards** served on the steering committee for the GTC and International

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Vietnam Computerworld Expo targets investment options

Vietnam IT industry at-a-glance

- Installed base of roughly 500,000 PCs.
- Overall computer hardware and software market growing at 25% to 30% per year.
- According to IDC, Vietnam's computer market brought in US$300 million in 1998 and is expected to reached US$374 million by 2000.

The fourth Vietnam Computerworld Expo turned the spotlight on local software firms, bringing together local and international exhibitors and IT experts. Of the 85 companies introducing new products at the late April show in Ho Chi Minh City, 22 were Vietnamese, an 80% jump from the 1998 show.

Organized by IDG World Expo (Asia) Ltd. in Singapore with the assistance of the IDG Asia representative office in Vietnam, the show drew more than 82,000 attendees, 3,220 conference attendees, and conference speakers from Intel, Oracle, Sun Microsystems and Datacraft Asia. It also gave Vietnamese firms a chance to seek distribution deals for foreign technology in their country and investigate joint-development and investment opportunities. IDG engaged in the latter, as well.

"Our forecasts show that in 1999, the total value of IT products in Vietnam...may reach US$357 million, up by 25% from 1998," said IDG Chairman **Pat McGovern** in *The Saigon Times*. "Given opportunities, IDG can't be an outsider. The Vietnamese are

For the second year in a row, the Vietnam Computer world Expo received Trade Fair Certification from the U.S. Department of Commerce, indicating that it is an established, high-quality platform for U.S. exporters promoting U.S. goods and services.

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in brief newsworthy

New Zealand PC World, Unlimited honored at annual Qantas Awards

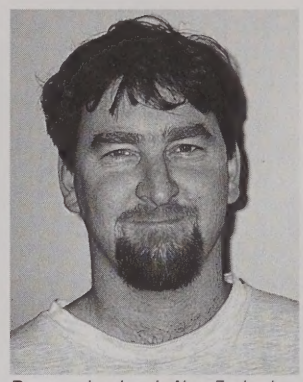
New Zealand PC World made a clean sweep of the Best Columnist (IT) category in the 1999 Qantas Media Awards.

Recognizing the best in print, radio and television journalism, the 1999 Qantas Awards were held on May 21 in Auckland, New Zealand.

NZ PC World's "Consumer Watch" columnist **Geoff Palmer** won the Best Columnist title, while the two finalist positions were taken by *NZ PC World* contributing editor **Juha Saarinen** for his "The Technical Guy" series, and *PC World* contributor **Russell Brown**.

An analyst programmer by background, Palmer is now mortgage- and fancy free, thanks to a series of fat Y2K contracts — and in May retired to focus on his second novel and an expanded role writing for various IDG New Zealand publications.

***Palmer**--- a novel writer*



***Brown**--sleepless in New Zealand*

The judges, Bob Cronin, Greg Mellen and Scott Able of the Columbia School of Journalism, University of Missouri, commented on Palmer's entry: "There seem to be two predominant trends in the way writers approach IT reporting. Some columnists write to such a high technical level that their work only appeals to a small, technologically adept audience, while others end up giving little more than basic technology lessons. Geoff Palmer does an excellent job of finding the middle ground."

As well as his finalist position in the columnist category, Brown won the Best Magazine Feature (IT) award for "Inside Xtra: Telecom's Internet Agony," an article he wrote for the debut issue of *Unlimited* (a business title published as a joint venture between IDG and local publisher The Liberty Group). Russell "sleep, who needs sleep?" Brown is a contributing editor to *Unlimited*, a contributor to *NZ PC World*, writes daily news for @IDG (www.idg.co.nz), has a weekly spot on an Auckland radio station, a weekly column in *The New Zealand Listener* and moderates a rugby newsgroup on the Internet.

The judges commented: "Unlike most of the entrants in this category, Brown knows the difference between a story and a collection of interesting facts." WU

IDC establishes subsidiary office in Finland

IDC established a subsidiary office in Finland on April 1 when it acquired the company that had been supplying local research information to IDC. **Reijo Lilius**, formerly the owner of the agency, will now serve as the IDC country manager in Finland.

IDC has been represented in Finland since 1985. "Now that the Helsinki office is a subsidiary, we'll be able to expand our customer focus and better leverage our research and expertise throughout the region," said IDC Nordic Managing Director **Per Andersen**. Over the past two years, IDC has implemented a Nordic-wide approach to the sales and research functions, and now the Helsinki office can join the IDC offices in Copenhagen and Stockholm as part of that regionally managed system. Data collection for Norway is handled by the offices in Sweden and Denmark; an agent in Norway sells the research.

*IDC Nordic Managing Director **Per Andersen** (left) and IDC Nordic (Finland) Country Manager **Reijo Lilius** share a toast after the signing ceremony that established the Helsinki office as an IDC subsidiary.*

There are now three employees at IDC Nordic/Finland and three more are expected to be hired by the end of the year.

In 1998, the Finnish IT market was $3.7 billion, making it 16% of the Nordic market. Following a recession in the early 1990s, the Finnish IT market is again booming, and IDC expects it to outgrow the other Nordic markets in 1999 with a 12% growth rate in IT hardware, software and services. WU

Address changes for IDC Nordic (Finland) and IDG Global Communications

The address for the IDC Nordic (Finland) office is:

IDC Nordic (Finland)
Jarrumiehenkatu 2
FIN-00520 Helsinki
Finland

Tel: +358-9-8770-466
Fax: +358-9-8770-4650
Country Manager Reijo Lilius' e-mail: rlilius@idc.com

IDG Global Communications moved on June 4 to:

155 Bovet Road
Suite 100
San Mateo, CA 94402

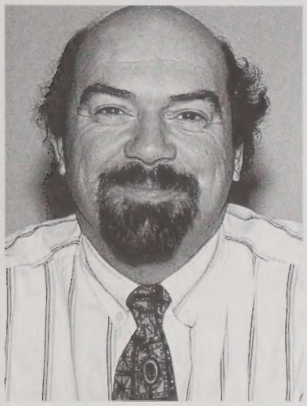
Phone and fax remain unchanged:

Tel: +650-524-5700
Fax: +650-524-5730

executive

Q and A

Martin Taylor
The managing director of IDG New Zealand is this week's columnist.



IDG New Zealand at-a-glance

Established 1986

Number of employees 55

Publications *Computerworld, PC World, New Zealand Reseller News, PC Buyer, Unlimited, CIO* (from July), *New Zealand Computer Industry Directory*, @IDG (Web site)

Events Computerworld Expo, seminars, major award programs sponsored by *Computerworld* and *PC World*

Web site www.idg.co.nz

Most recent accomplishments The successful launches of *Unlimited* and JobUniverse

Top three challenges

- Grow the share of advertising that goes to IT publications. We must continually sell IT marketers on the value of the computer press in reaching key buyers.
- Become more flexible and adaptable so we can profitably follow the money as old markets fade and new markets emerge.
- Provide talented staff with career growth and opportunities by increasing our overall business in New Zealand.

Q I read about your newest publication, *Unlimited*, last year. How is it doing? I understand that *Unlimited* has had great success in attracting non-IT advertising. Can you discuss?

A We launched *Unlimited* late last year and have met with a terrific response. We saw a gap in the business market for a magazine that focused on the management challenges confronting companies as the wired New Economy picks up steam. We felt that the current crop of business monthlies had failed to keep up with the huge changes that technology was making to how businesses should be managed and how smart, successful people would manage their own careers. In this respect, *Unlimited* has picked up on the same market shift as IDG's *Industry Standard* but from a wider business management perspective.

To stand out and to go beyond the appeal of traditional "stuffy" business publications, we decided to make a magazine that would reflect a more success-oriented, entrepreneurial attitude, that would be a little irreverent and prepared to knock sacred cows, would encourage thinking differently (our tagline is "Business with Imagination") and would take the lead in spotting trends that might impact business. We then packaged it in a graphically compelling format with lots of newsstand appeal because we believe there is a wider audience for business information that in this country has been largely left to TV and newspapers.

We've found that the reader who fits this profile is also highly sought after by advertisers in many product categories including autos, luxury goods, consumer electronics and travel as well as IT. These companies also like our editorial style so half of our advertising now comes from brand leaders in non-IT categories such as BMW Rover, Star Alliance, Tag Heuer, Honda and Sony (consumer). The results to date: *Unlimited* took the lead in ad-page market share in a four-book market from its second issue, it has topped the business magazine category on newsstands and will audit as No. 2 or a close No. 3 in its first circulation audit next month.

Q Given that New Zealanders have a propensity to travel abroad to look for career opportunities, how do you attract and retain good employees?

A This question comes at an interesting time as we are looking to replace two talented staff members who are leaving to do their "OE" ("overseas experience" as it's called here) and welcome back another who has just returned from two years away! New Zealand has a long history of people taking a year or three out to travel the world. We're a small remote country and the experience is good for both the individuals and for New Zealand as a whole. It's certainly true that there are a lot of talented Kiwis who choose to make careers overseas but, mostly, people come back once they've seen a bit of the world.

That people come back to, or stay in touch with, IDG is something we're proud of, and we work hard to make IDG New Zealand a great place to work. Mostly this comes from following the same values and approach to business and people that IDG champions around the world. It seems to be a universal success formula.

Q IDG New Zealand is such a dominant player in the local market. How much more market share is there for you to grab? How do you keep growing in a market that you already so clearly own?

A In advertising terms, we have about 80% of the computer magazine market but only about 25% of the total IT ad market. As in many other countries, New Zealand's IT marketers like to use broad-based media such as newspapers and TV as well as computer magazines. Our strategy has been one of diversification so that we serve many sectors of the IT market with many types of information. We have products that serve IS professionals, CIOs, small business and home users, resellers, and general management, and we serve these audiences through magazines, the Internet, exhibitions, conferences and research.

When we look at how many markets information technology now touches, the impact the new networked economy will have and how influential our audiences will be in this brave new world, we see plenty of upside. But profitably managing such a diverse portfolio in this small market will keep us constantly challenged! One bonus we're hoping for: we're looking forward to some strong gains from plain old economic growth, now that we are seeing the end of a recession that has afflicted New Zealand in the past year or so.

Part 2 of this column will appear next week.

Briefings probe global high-tech marketing

VOLKER HEISTERMANN

*CIO Publisher **Gary Beach** (right) and John Reece of Time Warner, Inc. participated in a panel discussion about CIO decisionmaking.*

What does it take to successfully market IT products around the world? IDG Global Solutions convened IDG and industry experts to address that complex question during the third annual IDG Global High-Tech Marketing Briefings. More than 220 IT marketers attended the briefings, held May 18 in New York and on May 27 in Redwood Shores, Calif.

This year's agenda featured more IDG speakers than ever before, as well as representatives from The World Times, Hewlett-Packard, IBM, Nortel, Saatchi & Saatchi, *Marketing Computers* and others.

The IDG lineup included IDC Senior Vice President **Philippe de Marcillac**, IDC Latin America Vice President **Eric Prothero**, IDC Latin America Research Manager **Annike Alford**, IDC Europe Director **Pim Bilderbeek**, IDG Global Solutions Managing Director/International **Frank Cutitta**, CIO Publisher **Gary Beach** and IDG.net President **Laurie Morgan**.

Attendees gave the Global Briefings high ratings. "Very informative day!" said Catherine Magoffin, senior marketing manager at USWeb/CKS. "Good mix of speakers and content. The real-life experiences were great!"

During the two events, Jonathan Spalter, associate director and CIO of the U.S. Information Agency, announced the creation of the Global Technology Corps (see page 1).

Global Tech Corps

continued from page 1

Marketing Analyst **Volker Heistermann** contributed to the GTC working paper that sketched out the organization's mission and structure.

"The goal is to build communications infrastructures within and among countries," Edwards said. "This will narrow the 'digital divide' between countries that are, technologically speaking, 'haves' and 'have-nots'. We believe one of the best ways to bridge this gap is by building the high-tech and telecom infrastructure necessary for communication to grow. In particular, we will focus on the Internet and all the economic, social and cultural opportunities that come along with it."

Apple is sponsoring the Internet center at Fort Dix, N.J., where Kosovar refugees can get news and information about the situation in Yugoslavia and communicate with relatives and friends who may be housed in other refugee camps.

The GTC founders envisioned the corps to be involved in projects such as wiring universities in Bangladesh and Togo. However, just as the GTC was being formed, USIA officials asked IDG to help with an urgent need: register Kosovar refugees, reunite them with separated family members in other camps by e-mail and phone and provide them with news and information in their native language.

Armed with USIA's wish list for Internet-related products, Edwards and her International Marketing and Research team made calls to IDG's high-tech and telecom clients asking for equipment and technical human resources donations. Once the right contact person at a company was identified, IDG passed on the name to USIA to follow up with the donation logistics.

"The Global Tech Corps maps perfectly with IDG's core global values of using information technology for the betterment of mankind."

- IDG Global Solutions Managing Director/International Frank Cutitta

The response from vendors was impressive, Edwards said. Canon agreed to donate printers, as requested, and then asked how much paper and ink it could provide; it also contributed digital cameras. SGI offered to set up the entire Internet operation at the refugee camp in Germany, and Apple has sponsored Internet centers in Albania and Fort Dix, N.J.

In all, more than a dozen vendors have contributed laptops, hubs, routers, digitizing tablets, satellite phones and other equipment that will be used at these centers and others in Macedonia, Poland and France. Foundations and international relief organizations such as the International Office of Migration and the United Nations High Commission for Refugees were also partners in the effort to equip and staff the refugee camps. All in all, the value of the donations exceeded $700,000 plus human resources; over 90% of the donations were the result of IDG's outreach to the high-tech community.

The first Internet hookup went live in Skopje, Macedonia, on May 6. IDG's involvement was noted in reports from CNN Interactive, courtesy of feeds from IDG.net and InfoWorld Online. The White House also issued a press release and fact sheet on May 18, in conjunction with Hillary Rodham Clinton's announcement of new U.S. initiatives to assist Kosovar refugees, which mentioned IDG's involvement; that release was picked up by the M2 Presswire, among others.

"The Global Tech Corps maps perfectly with IDG's core global values of using information technology for the betterment of mankind," said IDG Global Solutions Managing Director/International **Frank Cutitta**. "More importantly the joint public/private sector initiative transcends the politics of the Kosovo conflict and addresses the broader humanitarian issue of reuniting families by using the power and immediacy of the Internet. We're extremely proud to have been a major part of this initiative."

The Global Tech Corps Web site is now live at www.globaltechcorps.com. For more information, contact Melanie Edwards at melanie_edwards@idg.com.

WU

Job Opportunities -June 14, 1999

Web Writer (CIO)
In this position, you will report and write special reports, feature articles, and other shorter pieces for CIO Communication's award winning web site (cio.com) and occasionally CIO's print publications. You will generate story ideas in an entrepreneurial idea-development process. Responsibilities will include nurturing relationships with readers, sources, and vendors. Additionally, you will help to maintain cio.com's research centers, including conducting research on the Web and identifying viable resources. This position offers the opportunity to learn and write about new things on a regular basis, a variety of styles and mediums to work in, and a team-oriented, supportive and invigorating environment. Three to five years' experience required; business management and/ or technology journalism experience preferred. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Feature Writer (CW)
Computerworld, the newsweekly for IT leaders, is seeking a Feature Writer to produce Field Report articles in the newspaper's Technology Section. Successful candidates will have at least two years of journalism experience, preferably in computer trade or business media. The Feature Writer will show proven writing, research and interview skills, and will be able to generate story ideas and work as part of a small team. Familiarity with PC, server, Internet technologies and IT issues are required. The Feature Writer will be expected to produce well-researched and well-written articles based on in-depth interviews with IT leaders in large organizations. This position involves regular travel to trade shows, conferences, customer sites and vendor sites. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: kristen_mcisaac@cw.com

On-line Reporter (CW)
Computerworld's Editorial Department is seeking an On-line Reporter to write news stories and short items for our Web site every day. This position is based in our San Mateo, CA bureau, and the hours are from 10 a.m. to 6 p.m. PST. Job responsibilities include the following: Writing shorts, stories and news features for our Web site as a general assignment reporter; checking the wires/competing web sites each night at 6 p.m. and alerting the editors if anything major is happening and other duties as they arise. Eventually, this person will be writing for both print and on-line (with appropriate tweaks in the on-line duties to allow for this change). Initially, however, the ability to meet deadlines -- two each day -- is critical, as is the ability to learn quickly about the trends that effect Computerworld's target audience. It is vital that the applicant is a self-starter and can work with minimal direction. Although the web site editors will, of course, assign stories and are always available for questions, the California office is a bureau environment. Background required: two to five years as a reporter in technology journalism *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Regional Sales Manager (Games Media Group)
IDG Games Media Group is the world's largest interactive entertainment provider for multi-platform gaming enthusiasts and produces GamePro magazine and GameProWorld.com, the world's premier entertainment portal. IDG Games Media Group has an exceptional opportunity on the east coast for a Regional Sales Manager to sell on-line advertising in the Eastern region, cultivate new business opportunities & expand existing accounts. This hands-on manager will manage the territory for the GameProWorld.com in a satellite office environment. Requires a minimum of 2 years proven on-line sales experience, in-depth knowledge about Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. Must be a dynamic, self-starting, detail-oriented team player who excels in a fast paced, competitive & FUN sales environment. The ideal candidate will have a proven track record in on-line advertising sales within the electronic entertainment, consumer or high-tech fields.. *Location: East Coast*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracey_nemiro@idg.com

Senior Research Analyst, Data Communications (IDC)
IDC's Communications Research Group is seeking a Senior Research Analyst to cover key data communications and Internet technologies including ATM, DSL, wireless networks, and broadband cable. Candidates must have strong writing skills and the ability to communicate with clients. Position also requires networking industry knowledge expertise, 2-5 years experience, and B.A./B.S. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Client Service Representative, Growth Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the financial industry or with financial/end-user clients is a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Sales Manager, Strategic Accounts (IDC)
IDC is seeking a Senior sales professional to represent all of IDC products and services, specifically to West Coast based software companies. Position requires 5 to 8 years of direct selling experience and will be based in our Mt. View sales office. Requires excellent interpersonal skills, communication skills and the ability to multi task. The successful candidate will be assertive, have strong negotiation skills and a BA/BS. Strong computer skills plus knowledge of market research business and computer software industry a plus. *Location: Mt. View, CA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Account Executive, User Accounts (IDC)
IDC is seeking a sales professional to develop and grow our IT-end-user base business which provides tailored services and tools to CIO's of leading corporations. Candidates must have 3 - 5 years experience selling IT related services to users as well as the ability and desire to apply the entire spectrum of selling skills, from cold calling to high-level contract negotiations to ongoing customer service. The ideal candidate will possess the following qualities: dedication, discipline, creativity, energy and potential to grow with the enterprise. Position also requires a proficiency in forecasting fundamentals, 5 years direct selling experience and a BA/BS. *Location: Framingham, MA*
Contact: E. Mazzaglia, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Accounting Administrator (IDG Central Services)
We are looking for an Accounting Administrator to process payables for our Central Services Operations department. Major responsibilities include invoice coding and processing for payment, payables research and trouble shooting, accrual reconciliation, vendor relations, and general Operations Department accounting support. The ideal candidate will have a minimum of two years payables experience, excel spreadsheet expertise, and excellent communication skills. *Location: San Francisco, CA*
Contact: P. Murphy, Fax: 415-267-1732, Phone: 415-267-1710, Email: pat_murphy@publish.com

Account Executive (IDG List)
IDG List Services is seeking an inside sales professional with a senior level of customer service to work in their fast paced email department. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing skills and excellent phone manner. A college education and 3+ years sales experience in high tech preferred. Knowledge of list rentals or direct marketing is a plus. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

Automation Specialist (IDG/B)
The qualified candidate will create custom applications to automate the book production process as well as fine-tune those existing processes in the production department in the Foster City location. This means that the specialist will create, test, troubleshoot and problem-solve all programs and systems that are established. In addition, this individual will batch the processing of Quark documents, format templates and coordinate with all other production departments including the editorial department. Superior knowledge of scripting software is necessary and at least two years experience in creating efficiencies in the book making process or its equivalent. Excellent communication skills are necessary as well as proven success working in a team environment.
Location: Foster City, CA
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Graphics Technician (IDG/B)
The Graphics Technician renders simple artwork such as icons & flowcharts and corrects artwork originating from outside sources as well as track graphic submissions from the editorial department. This is a good starting position in the production department. The ideal candidate must have a solid computer background/experience in PhotoShop, Illustrator and Mac OS with a working knowledge of QuarkXpress, PageMaker and Windows OS. At least 3 years in book production is desirable. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Manager, Audience Development (WebIDG)
The Audience Development Manager will be responsible for managing and executing the audience development strategy across multiple sites, brands and products within the Enterprise Products Group of WebIDG. The manager will be responsible for the areas of audience acquisition and marketing, database management, reporting, and analysis with the objective of optimizing and growing current and potential revenue streams. The ideal candidate will have an in-depth knowledge of print and internet publishing with a minimum of 3 years traditional publishing experience, ideally within a controlled circulation environment. In addition, the candidate must have strong project management and organizational skills and a high degree of energy and enthusiasm for Internet publishing. The candidate will work closely with the Director of Audience Development and the President, Enterprise Products.
Location: East Coast
Contact: N. McLaughlin, Fax: 415-974-7491, Phone: 415-978-3109, Email: noel_mclaughlin@pcworld

Editorial Director (WebIDG)
The Editorial Director (ED) will be responsible for developing, articulating, and coordinating a broad editorial strategy and vision for the WebIDG network of web properties. The ED will supervise the Creative Director and various editorial staff, will lead the development of a network-wide interface and navigational structure, will directly manage the development of WebIDG's top level portal and various product and topic guides, and will work directly with the Editorial Directors of major product groups within WebIDG. The ED will also serve as WebIDG's primary external spokesperson on editorial and content issues, as WebIDG's representative to ASME, the Internet Content Coalition, and similar bodies, and as the formulator of WebIDG's internal editorial standards and policies. The ideal candidate will have 10+ years of senior editorial management experience, including significant work in the technology space, be a well-respected member of the national editorial community, have a proven ability to create award-winning editorial products, have a demonstrated understanding of the unique demands and opportunities of web publishing, and have the ability to manage a complex network of editorial groups and relationships. *Location: San Francisco, CA*
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

Editorial Director, Enterprise Products (WebIDG)
The Editorial Director of the Enterprise Products Group of WebIDG will be responsible for setting and guiding the overall content mission, production and voice of the top level enterprise hub as well as other content products such as newsletters, forums, events, and other related channels. This very key position will guide and manage a team of editors, producers and designers who will unify and guide readers to the wide range of content available via the business unit channel sites and products. Candidates should have a minimum of eight to ten years of progressive editorial management experience in both print and on-line capacities and possess superior overall journalistic skills. Reporting to the President, Enterprise Products, the Editorial Director will maintain strong relationships with the IDG Enterprise Business Unit editorial teams and should also be and maintain a very public presence in the IT community. *Location: Southborough, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Director of Marketing (WebIDG)
The Director of Marketing (DM) will be responsible for all sales support and advertiser-focused marketing for WebIDG, including the development of marketing campaigns for WebIDG's various products and for the company as a whole. The DM will manage WebIDG's marketing staff, recruit and manage advertising agencies, coordinate trade show and event presence, and will develop marketing programs for WebIDG's top clients. The DM will work closely with the VP of Audience Development and with other senior WebIDG executives to coordinate and implement a broad range of brand-consistent marketing activities. Exceptional marketing instincts, attention to detail, and strong managerial skills required. The ideal candidate will have 5+ years of senior, technology marketing experience, strong contacts within the technology advertiser and agency community, superior writing and analysis skills, and a demonstrated ability to perform within intense, fast-paced, quickly changing environments.
Location: San Francisco, CA or Southborough, MA
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

Business Operations Manager (WebIDG)
The Business Operations Manager will supervise the day-to-day office operations of the Enterprise Products Group. General duties include facilities management and support to the President, Enterprise Products. This position will facilitate information flow among Enterprise Product Group employees and WebIDG, manage all office functions such as office equipment, supplies, furniture, etc. as well as handle weekly accounts payable functions. The Business Operations Manager will also manage the President's phone, calendar, travel arrangements, and expense reporting as well as other general support functions as necessary. Candidates should be independent self-starters who can work effectively alone or in a team environment, should have professionalism and confidentiality in dealing with internal and external customers and should have superior organizational and time management skills. Candidates should also be computer literate (word processing, spreadsheet, database, presentation programs, e-mail and calendar programs) and should have familiarity with the Internet and a basic understanding of finance. *Location: Southborough, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

General Manager, Virtual Events & Broadband Programming (WebIDG)
The General Manager of Virtual Events and Broadband Programming will organize and manage a team of event and production specialists creating web-based seminars, events and on-demand broadband content. Candidates should have significant prior broadcast and video production experience and should have demonstrated ability managing a team of producers on rigid programming schedules. Solid skills with a wide range of web technologies, event logistics, and general IT knowledge are required. Reporting to the President, Enterprise Products, candidates should have good general management skills, possess good sales and marketing instincts, and be highly creative, motivated self-starters with excellent overall product management and communications ability.
Location: Southborough, MA
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Newsletter Producers (3 openings) (WebIDG)
The Producer is directly involved in the regular operational management of WebIDG newsletter products. Working with editorial, business, and design groups across WebIDG as needed, the producer will develop, lay out and implement production and delivery of newsletters. The producer will be responsible for executing the launch of new newsletter products, assisting in the development of technical specifications and prototypes of new products, and will be deeply involved in the development and ongoing management of content management systems. The Producer should have at least one year's experience with HTML, experience with web publishing software such as Vignette StoryServer a plus, and the ability and desire to manage projects in the context of a high-paced dynamic environment. *Location: Southborough, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Director of Research (WebIDG)
The Director of Research (DR) will plan, manage, coordinate, analyze, and present all market and customer research for WebIDG. The DR will manage WebIDG's relationships with all major syndicated and third-party research vendors and suppliers, including MediaMetrix, @Plan, NetRatings, Forrester Research, MRI, Simmons, and Intelliquest. The DR will design, field, and analyze original research studies on behalf of all WebIDG product groups, covering both reader and advertiser needs, and will in general devise methodological standards, processes, and procedures for safeguarding the integrity and comparability of all research undertaken by WebIDG. The DR will additionally research, develop, and distribute periodic summaries of all relevant market research available regarding the state of the internet and the various markets served by WebIDG. Finally, the DR will be responsible for a variety of period competitive analysis functions. The ideal candidate will have 5+ years of market research experience, impeccable research credentials, experience managing multiple vendors and suppliers, comfort managing a large number of concurrent projects and multiple internal clients, a strong understanding of syndicated research methodologies, familiarity with the internet and currently prevailing research standards, and exceptional analysis and presentation skills. *Location: San Francisco, CA or Southborough, MA*
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

General Manager, Advisory Services Channel (WebIDG)
The General Manager of the Advisory Services channel will be primarily responsible for working with our research content partners to produce a robust collection of IT advisory and research information and services. Candidates should have significant prior experience with both qualitative and quantitative research products preferably in an online delivery environment as well as a good understanding and knowledge of a wide range of IT topics. Reporting to the President, Enterprise Products, candidates should be highly creative, motivated self-starters with excellent overall product management and communications skills. *Location: Southborough, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Vietnam Computerworld Expo

continued from page 1

*One of the Vietnam Computerworld Expo exhibitors talks to IDG Chairman **Pat McGovern** (center) as several IDG employees look on. (Left to right) IDG World Expo Asia (Singapore) Director **Rosalynn Chua**, IDG Asia Vietnam Representative **Lam Nguyen**, and IDG World Expo Asia Vice President **Gary Fung**.*

competent at producing software programs. However, local companies are still short of capital for implementing projects. If the investment in Vietnam is favorable, IDG will establish an investment fund worth US$20 million to $30 million, which will give support to small and medium IT enterprises in realizing their plans."

Chu Tuan Nha, Vietnam's minister of science, technology and the environment, said there is still a wide gap between Vietnam, its regional neighbors and industrialized nations and that the IT industry should be used to help Vietnam meet future challenges. "Priority needs to be given to IT education and training and improvement of the communications infrastructure, as development of human resources for the IT industry will be a decisive factor in the country's development," Nha said.

For the second year in a row, the show received Trade Fair Certification from the U.S. Department of Commerce. This means the event has been chosen by the U.S. government as an established, high-quality platform for U.S. exporters promoting U.S. goods and services.

Lam Nguyen, IDG Asia's chief representative in Vietnam, said that this year's show was promoted via the Internet at www.idgvietnam.com and through thousands of pieces of direct mail that drew on databases from his office as well as IDG World Expo (Asia). Show organizers worked closely with a variety of business publications and local business partners to extend the show's reach.

He noted that while IDG does not have a *Computerworld* product in Vietnam the show is a part of IDG's Computerworld Expo brand name, because "for an infancy market like Vietnam, when IDG World Expo (Asia) organized the first show here in 1996, a Computerworld Expo brand name was the most appropriate."

Several Vietnamese companies took home awards from the show. Six awards from best-selling products were handed out, four Gold Awards were given to firms with sales of more than 1.5 million Vietnamese dong (US$110,000), and the Best Products awards, chosen by *PC World Vietnam* readers, were sponsored by Hewlett-Packard, Quantum and the local firms of FPT, T&H and Lac Viet.

The next Vietnam Computerworld Expo will be held April 19-22, 2000, in Ho Chi Minh City. For more information, contact IDG World Expo (Asia) Singapore Director **Rosalynn Chua** at rosalynn@idgexpo.com.sg or Lam Nguyen at lam_nguyen@hcm.vnn.vn. WU

Dummies authors work the crowd at Book expo

*Susan Feniger (left) and Mary Sue Milliken (right), authors of Mexican Cooking For Dummies, take time out from their tortillas to greet IDG Books Consumer Group Publisher **Kathy Welton**.*

IDG Books showed up in style at Book Expo America in Los Angeles last month.

IDG Books mascots, Disc Man and Dummies Man, greeted showgoers at the door. Attendees — included culinary doyenne Julia Child — crowded the IDG Books booth to sample food prepared by the authors of *Mexican Cooking For Dummies*. Others lined up to listen to Thomas Hoving, the former director New York's Metropolitan Museum of Art talk about his upcoming book, *Art For Dummies*. The author of *Massage For Dummies*, Steve Capellini, was there to tend to the trade-show weary.

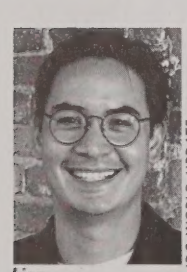
IDG Books' Disc Man and Dummies Man meet Book Expo America attendees under the Cliffs Notes signboard, one of the biggest at the show.

noteworthy people

Shipley

O'Neil

Coe



Lien

Promotions

Chris Shipley has been promoted from executive producer to vice president of the IDG Conference Management Co. (CMC). "Through her efforts to solidify and expand the Demo brand, Chris has contributed greatly to furthering CMC's business," said CMC President **Lia Lorenzano**. "In her new role, Chris will continue to drive the positioning and content of the Demo-branded products and work internally with me to develop additional brand extensions and new products for the betterment and growth of CMC overall."

Anne O'Neil has been promoted from account executive to district sales manager for *The Industry Standard*. "For the past 11 months, Anne has been working very hard as an account executive," said **Cheryl Lucanegro**, vice president of sales and marketing. "She has played a key role working in two sales teams covering Silicon Valley and Southern California and was involved in selling some of our most important new accounts into the publication and Web site."

The Industry Standard's **Vanessa Coe** has been promoted from sales associate to account executive to sell the Recruitment and Directories section for the magazine. "She has been working very hard selling the 'back of the book'," said Cheryl Lucanegro, vice president of sales and marketing, "and has been an incredible asset to the sales department since she joined [us] several months ago."

Sacha Lien, sales associate at *The Industry Standard*, is now an online account manager. "Sacha has played a key role with the sales department for the past eight months and has been an incredible contributor to the sales department. We are excited that he is moving to a new and exciting position," said Cheryl Lucanegro, vice president of sales and marketing.

New employees

Stephanie Tate is the new human resources representative at IDC's Mountain View, Calif., division. She was previously HR manager at the e-commerce firm Bitsource, Inc. She earned a certificate in human resources management from the University of California/Santa Cruz. Stephanie enjoys art, skiing and swing dancing, and works as a fund-raising volunteer for the Lance Armstrong Foundation, a cancer-research and family-support group.

New at IDG Books is Editorial Assistant **Rachel Friedlander.** She was previously a junior copywriter with Galoob Toys and holds a B.A. in English and women's studies from the University of Pennsylvania in Philadelphia. Away from the Foster City, Calif., office she enjoys water polo and gives swimming lessons.

Transfers

Previously an associate editor at *InfoWorld* editing Test Center comparisons – and most recently a 12-page roundup of Y2K issues — **Karen Mitchell** is now an online content editor at IDG Books' Foster City, Calif., office. She holds B.A. in creative writing and English literature from St. Mary's College in Notre Dame, Ind., and sings in a church choir in her spare time.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Macworld's triathlon man

Macworld's ***Michael Penwarden*** *recently completed his first triathlon and raised $6,000 in the fight against leukemia in the process.*

Macworld Editor **Michael Penwarden** recently completed his first Olympic-length triathlon and, thanks to the generosity of Mac Publishing L.L.C. and its employees, raised nearly $6,000 to benefit the Leukemia Society of America. Training and running with the support of the Leukemia Society's Team in Training program, Michael completed The Wildflower Triathlon in Lake San Antonio, Calif., swimming 1.5K, bicycling 40K and running 10K. "I highly recommend this program to anyone who's considered completing a triathlon, marathon or century bike ride," Michael said. "It's an incredible opportunity to challenge yourself on many levels while helping others."

Clearly hooked on the sport(s), on June 5, Michael successfully completed San Francisco's Escape from Alcatrez triathlon and plans to participate in several more events over the next few months. He will also be involved in the next Leukemia Society triathlon training program serving as a mentor for new participants training for September's Pacific Grove triathlon. Anyone interested in learning more is welcome to contact him at michael_penwarden@macworld.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Ann Clark *IDC*

21
Debra Sobin *IDG*

19
Robin Silverman *IDG*

18
Karen Weston *IDC*

17
Arline Clements *IDC*
Deborah Waters-Colacchio *IDG*

14
Frank Gens *IDC*

13
Martin Hingley *IDC U.K.*
John Robison *IDG*

12
Mary Musgrave *IDC*
Michael Deutsch *IDC*
Irmtrud Schaffer *IDG Germany*
Bob Brewin *FCW Government Technology Group*
Eileen Lobaugh *CIO*

11
Terry Barnes *IDG Australia*
Debra Brown *IDG*
Lois Leuthner *IDG*
Catherine Thacker *IDG*

10
Brian Clarke *IDC*
Nancy Robinson *InfoWorld*
Janet King *IDG Research Services*

9
Adele Lee *IDC*
Gigi Wang *IDC*
Pat Crotty *InfoWorld*
Mª Rosa Rodriguez *IDG Spain*
Delia de Planchart *IDG Venezuela*

8
Gary Byrne *IDC*
Trace Weatherford *IDC*
Dan Miller *PC World*
Bernie Theobald *IDG Global Solutions*

7
Scott McLarnon *IDC*
Carolyn Perot *IDC*
Rob Garretson *IDG News Service*

6
Dana Thorat *IDC*
Birgit Mayer *IDG Germany*
Joseph Augsburger *IDG Books*
Pamela Mourouzis *IDG Books*
Andrea Malcolm *IDG New Zealand*

5
Diana Hwang Lien *IDC*
Daniel Kusnetzky *IDC*
Rhonda Veloni *IDC*
Elizabeth Rainge *IDC*
Stephen Compton *PC World*
Harvindar Singh *IDG New Zealand*
Stephen Plevin *Mac Publishing*
Jon Skillings *IDG News Service*
Patrick Jones *IDG*

4
Jeannette Noyes *IDC*
Matthew Toolan *IDC*
Michelle Byda *IDC*
Tatiana Engurasoff *IDC*
Robert Gagnon *IDC*
Caryn Andruski *IDC*
Fai Lo *IDG Hong Kong*
Kim Saccio-Kent *PC World*
Keiko Adachi *IDG Japan*
David Harmer *IDG Global Solutions/EMEA*
Janet Huebner *IDG Books*
Twynya Scales *IDG Conference Management Co.*
Diane Nadeau *IDG*

3
Richard Brewer *IDC*
Rebecca Wettemann *IDC*
Manuela Mancosu *IDG Italy*
Scholle Sawyer *Mac Publishing*
Steven Traynor *CIO*

2
Callie Pottorf *IDC*
Robert Amatruda *IDC*
Carla Nash *IDC*
Allen Leibovitch *IDC*
Lisa Cosmas *IDC*
Stephen Drake *IDC*
Sydney Balise *IDC*
Jacqueline Sweeney *IDC*
Katrina Dahlquist *IDC*
Wilson Kan *IDG Hong Kong*
Deborah Giattina *PC World*
Walter Mehl *IDG Germany*
Kimberly Gray *IDG Books*
Nicole Fountain *IDG Books*
Emilio DeArmas *PC World Latin America*
Michael McCafferty *IDG*
Dagmar Eiben *CIO*

1
Bruce Hollocher *IDC*
Ladan Mestchian *IDC*
Schelley Olhava *IDC*
Anna Giraldo *IDC*
Mario Apicella *InfoWorld*
Bronwyn Harrison *IDG Australia*
Matthew Bath *Digit (U.K.)*
Deb Andersen *FCW Government Technology Group*
Steve Barth *FCW Government Technology Group*
Edwin Jaramillo *PC World Latin America*
Timothy Moynihan *IDG.net*
Teresa Stone *Publish*
Patricia Sur *IDG*
Julie Hanson *CIO*
Amy Lynn Capistran *IDG*

Reminder: U.S. employee surveys due back June 23

The IDG Employee Survey results are critical in helping IDG and its business units make improvements across a number of important areas.

Benefits
In the past few years, IDG's Corporate Benefits Department has responded directly to employee survey results by:
- Adding a loan provision to the 401k plan.
- Changing the vacation policy to give employees more time off earlier in their career.
- Increasing short-term disability insurance coverage.
- Improving the vision-care reimbursement program.
- Implementing the prescription drug card program.
- Implementing well-baby care.
- Implement spousal equivalent coverage.

More enhancements to existing benefits are expected to be communicated this year as a result of the 1998 survey results.

Training and Development
1998 and 1999 saw many improvements in Training and Development with many new targeted programs including:
- InfoWorld's Editorial Leadership Institute.
- Computerworld's Management Development Program.
- Network World's in-house training program.
- IDG's new Online Publishing Institute (now under construction).
- IDC's new IDC Analyst Training Program.

Work-Life Quality/Company Communication
Business units have responded creatively to employee suggestions about work-life quality and communication improvements including:
- Dedicating conference room space for "brainstorming" or "creactive thinking."
- Providing employees with access to work-life balance resources.

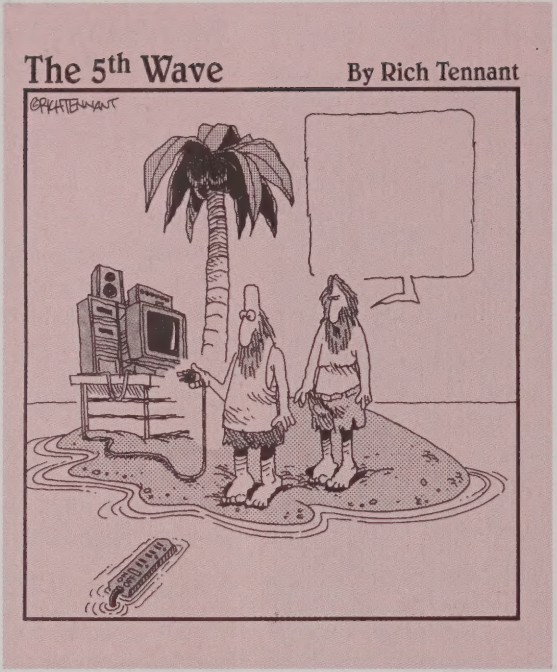
Please be sure to fill out your survey and return it in the envelope provided by June 23!

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, July 6.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



The Photo Calendar Contest begins today!

The 16th annual IDG Employee Photo Calendar Contest is open to all IDG employees. Twelve outstanding photos will be selected for next year's calendar, which is distributed to all employees worldwide. Cash prizes are awarded to the top three photos.

You may submit up to two color or black-and-white prints or slides. Be sure each entry is clearly labeled with your name, business unit, e-mail address and telephone number. Entries must be received by Monday, Sept. 13.

Due to the expected volume of entries, photos will not be returned. Mail entries to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, U.S.A.

Questions? Contact world_update@idg.com.

What, me worry?

CIO Senior Editor **Howard Baldwin** checked out a few humorous Y2K Websites for *CIO*'s Trendlines column on March 15:

Stanley Bing's I'm OK, You're OK. R U Y2K?
www.pathfinder.com/fortune/1998/980907/out.html
Fortune's anonymous executive makes a list of everything he has to upgrade, including his wife, children and cocker spaniel.

Lincoln Spector's 2,000 Maniacs
www.currents.net/magazine/national/1412/gigg1412.html
In one of his Gigglebytes columns, computer humorist Lincoln Spector interviews somebody named William B. Barnum, head of the Digital Doomsayers consulting group. Spector: "What will you be recommending at your conference?" Barnum: "That people attend our follow-up conference in the fall."

Westergaard Year 2000's on the Lighter Side
www.y2ktimebomb.com/Special/OTLS/index.htm
The Y2K Doghouse yaps at people who just don't get it. Y2K Jokes includes haiku, humor and attempts at humor (the last two are not the same thing). Y2K Songs includes parodies like "It's a Stalled Word" (to the tune of "It's a Small World") and "Two Digits for a Date" (to the tune of the theme from *Gilligan's Island*).

Duh 2000
www.duh-2000.com
The stupidest things anybody (including Bill Gates) has ever said about the year 2000 problem.

Leonard Sloan's Y2K Fun Page
www.leonardsloan.com/about/y2k
The really funny part about this is that Leonard Sloan & Associates Inc. is actually a uniform apparel firm in Dallas. So how did this end up on its Web site? Does Leonard know?

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

Brand Awareness survey proves worth of advertising in *PC World*

Ten IDG employees from eight countries met in Europe earlier this year to share information about their progress with the 1999 Brand Awareness survey. Left to right: ***Leif Rasmussen*** *(Denmark),* ***Henrik Sonne*** *(Denmark),* ***Lise Thorstensen*** *(Norway),* ***Malin Svensson*** *(Spain),* ***Sijmen Philips*** *(Netherlands),* ***Melanie Edwards*** *(IDG Global Solutions-US/International),* ***Jorg Dahmen v. Buchholz-Daburger*** *(Germany; has since left the company),* ***Andrew Platts*** *(U.K.),* ***Daniela Pedrini*** *(Italy),* ***Erwin van Faassen*** *(Netherlands).*

Customers of the *PC World* product line will have a more global perspective than ever on how to make the most of their advertising dollars. *PCW* titles in nine countries – four more than last year – recently concluded the 1999 IDG Brand Awareness International Survey (BA99), an annual survey that provides detailed information about who *PCW* readers are and what they think about various IT brands.

"Our clients and agencies are crying out for evidence that advertising spending in *PCW* is both effective and successful," said **Jeff Meers**, president of IDG Global Solutions, who speaks regularly to IDG's biggest global clients. "Brand Awareness 1999 will give them the evidence they need to invest more in the *PCW* global product line. Advertising is all about return on investment, and clients don't like to think they're missing out. With more IT companies focused on selling products regionally and globally, a multi-country brand analysis is an impor-

continued on page 4

Finnish licensee finesses Internet market with magazine, Web site

bisnes.fi targets Finnish professionals doing business on the Internet.

Finnish Internet users now have two new resources at their fingertips: a monthly magazine focusing on doing business on the Internet and a one-stop online information management tool. Launched by IDG's Finnish licensee Oy Talentum Ab, *bisnes.fi* is a monthly print publication with an online companion site, www.bisnesfi.fi, that will explore how the Internet is changing the way business is done. World on Web (WOW), at www.wow.fi, is a real-time news service and a business tool for busy professionals.

Hanne Tuomisto, Talentum international sales representative, said the target audience for *bisnes.fi* is those who decide, plan and implement corporate e-commerce. "Most of the target group is working in telecommunications, IT and new media companies," she said. "Initially, the size of the company in the target group is the medium and large enterprises but will also include smaller companies since that's where the innovative and fast-growing e-commmerce companies are. In a way, it is a bit more of a lifestyle magazine in the sense that it views the stories from a human point of view and discusses the people and businesses in the midst of changes.

"*bisnes.fi* is focusing on the area of the new economy, which is seen as mainly e-business, IPOs, new companies, media and management styles, knowledge workers and knowledge-management people, and, in part, the changes in society and culture," she said.

bisnes.fi topics will include Internet-based business solutions, new-media analyses, investor stories, management trends, interviews with Internet gurus and international perspectives, all put together by an editorial staff of 16. Initial circulation for *bisnes.fi* is pegged at 13,500 but is targeted to reach 21,500 by the end of this year. The first issue had a circulation of 23,000.

According to Tuomisto, *bisnes.fi* has no direct competitors and is the only Finnish publication that focuses exclusively on the digital economy. "A lot of publications in Finland write on this topic but only

continued on page 6

JavaWorld's talk, news show streams onto the Web

Don't touch that link. The Internet magazine *JavaWorld* (www.javaworld.com) has launched "Streaming JavaWorld," an Internet streaming-audio news and talk show for Java developers and project managers who use the technology.

Premiering on the *JavaWorld* site last week in conjunction with the JavaOne Conference in San Francisco, the half-hour show consists of several segments. "News for Tech Managers" offers sound bites from executives at Java companies. "Applied Java" looks at how an actual organization uses Java technology and examines the successes and obstacles encountered in doing Java business. There will also be interviews with Java leaders and "What's New on *JavaWorld*," which will present *JavaWorld* editorial content and information on the magazine's latest partnerships, read by "Streaming JavaWorld" host David Fisco.

"'Streaming JavaWorld' adds another level to the kind of content you can get at *JavaWorld*," said **Jill Steinberg**, editor-in-chief of *JavaWorld*.

Fisco said the show is geared toward "the people who are making the purchasing and technology selection decisions in the corporate setting. It allows *JavaWorld* to expand its community from the programmers to the people who are managing the programmers. Those people have real restrictions on their time and bandwidth, so a show like this allows them to put it in the background and listen to it while they take care of pressing tasks in the foreground."

Fisco said new shows will initially run "about twice a month" and be available at any time on the *JavaWorld* site. Archived past shows will also be accessible, and *JavaWorld* will be able to track its listenership through the statistics it keeps on who accesses it through the *JavaWorld* home page.

Steinberg said the audience for the show is "anyone with access to a Web browser who is a Java developer, Java project manager or Java enthusiast." She noted that Java developers number between 700,000 and 1 million and *JavaWorld* has a readership of upward of 200,000.

"I don't see any viable competition in the Java space," Fisco said. The show's success will be measured by "what types of ads are brought into *JavaWorld* by the adoption of the technology and how we serve the needs of an audience with very little time."

DANIEL STEINBERG

*"Streaming JavaWorld" host David Fisco and JavaWorld Editor-in-Chief **Jill Steinberg** take a break at last week's JavaOne Conference in San Francisco, where "Streaming JavaWorld" was introduced.*

In future installments of "Streaming JavaWorld" the plan is to have a combination of audio ads that advertisers deliver and ads read by Fisco interspersed throughout the show, Steinberg said. Advertisements in this month's pilot program are solely the latter format.

"It's the first show of its kind to use a professional newscaster," she said. Fisco, who proposed the idea of "Streaming JavaWorld," was formerly the founding editor of *Java Report* magazine and is now a consultant. He has also been a newscaster and member of the American Federation of Television and Radio Artists (AFTRA) for 12 years. He was also recently elected to AFTRA's board of directors.

Computerworld currently has a "Computerworld Minute" of streaming audio news and features on its Web site, and Steinberg said *JavaWorld* worked in partnership with *Computerworld* to get its technology up and running. "Setting up the technology portion has been the most challenging part of the pilot," she said. "Once we've done this launch, delivering a regular program will be a breeze."

For more information contact Jill Steinberg at jill@wpi.com.

JavaWorld at-a-glance

JavaWorld: An online-only publication for Java developers and their managers, produced by Web Publishing, Inc. (WPI), in San Francisco.

Launched: Feb. 15, 1996.

URL: www.javaworld.com

Readership: More than 200,000.

Staff: Currently two editors; production, sales, marketing and IS are shared with the other three WPI publications.

What's Java?: A software programming language and platform developed by Sun Microsystems for building applications and applets.

"Streaming" vs. "downloaded" audio

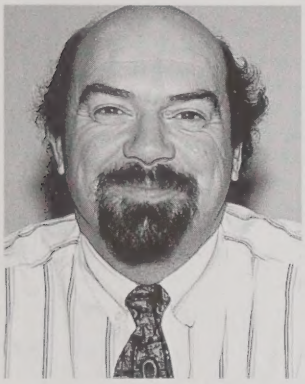
Streaming: Comes in real time, bit by bit across the 'Net on demand. While there is no waiting, there can be a loss of quality if there's network congestion.

Downloaded: Downloaded to the computer and then run off it, not the 'Net. The quality is always high, but there is a wait involved while it downloads.

executive

Q and A

Martin Taylor
The managing director of IDG New Zealand is this week's columnist. Part 1 appeared last week.



IDG New Zealand at-a-glance

Year IDG New Zealand established 1986

Number of employees 55

Publications *Computerworld, PC World, New Zealand Reseller News, PC Buyer, Unlimited, CIO* (from July), *New Zealand Computer Industry Directory*, @IDG (Web site)

Events Computerworld Expo, seminars, major award programs sponsored by *Computerworld* and *PC World*

Web site www.idg.co.nz

Most recent accomplishments The successful launches of *Unlimited* and JobUniverse

Top three challenges

- Grow the share of advertising that goes to IT publications. We must continually sell IT marketers on the value of the computer press in reaching key buyers.
- Become more flexible and adaptable so we can profitably follow the money as old markets fade and new markets emerge.
- Provide talented staff with career growth and opportunities by increasing our overall business in New Zealand.

Q How similar/dissimilar are the NZ and Australian IT markets and IT publishing markets?

A New Zealand and Australia are close in many respects, including distance — about three hours by plane, making each country the other's nearest neighbor. Despite the proximity and the closeness of our economies (though Australia is five times larger), we still benefit from having strong local identities, and this is certainly a competitive advantage. For instance, many Australian magazines from IDG's competitors are circulated in NZ but none is successful in either selling to readers or selling advertising to reach NZ companies. The only way to compete effectively is with local editions, and that seems to apply even in markets with a lot of similarities such as Australia and New Zealand.

Q As the IDG company that will see the dawn of the new millenium first, are you planning anything to mark the occasion?

A We're already stocking up with champagne, the worldwide TV rights to the first rays of sun have been sold, and we're getting ready for the world premiere here of the Y2K bug. We hope to work with IDG.net and its affiliates to get some exceptional exposure for IDG and its unique ability to cover this event globally as it unfolds. We have yet to tackle the minor problem of who's going to leave the party early (and sober) to file these great stories.

Q I understand that you will be launching *CIO* in July. What market conditions make this the right time for this title in New Zealand?

A The first issue of *CIO New Zealand* will be out July 12. We were fortunate to have *CIO* U.S. Publisher **Gary Beach** host a "vendor-free zone" launch event in early June attended by an impressive Who's Who from the top echelon of New Zealand's IT user community. Response from them to *CIO* magazine has been exceptional. Interestingly, there is a similar magazine already in the market called *MIS* magazine. We were drawn to this segment by its success in attracting readership from among the most senior IT executives in large companies. But it's clear they are not entirely satisfied with *MIS* magazine, and IDG will be well-placed to win the trust of these very discerning readers and with it take the lead in readership and advertising.

CIO's editorial stance will be to talk business first, technology second, and to talk up the importance of the CIO role. The strong show of early support we've had from the user community is winning over advertisers. Both groups recognize the challenges and importance of getting IT projects aligned with business goals and most importantly getting a sound return on investment from IT. *CIO* magazine's mission is to assist this by providing an unmatched source of strategic insight and best practice, thus helping CIOs and senior technology-involved executives to be successful in their careers and to make sure New Zealand's largest corporations emerge as winners not losers from technology-driven changes to their markets and organizations. It's a critical and very exciting aspect of information technology success to be part of — and it's very timely as CEOs and other senior business executives become much more sophisticated (and demanding) in their approach to approving and monitoring large IT projects.

Q What are your expectations for your newly launched JobUniverse site?

A JobUniverse (www.jobuniverse.co.nz) looks set to be one of our most important new launches. We launched in mid-April as the No. 1 IT job site in terms of vacancies and candidate response to jobs advertised. Competing sites include two major newspaper groups, a specialist local job site and, in a couple of months, the U.S. site Monsterboard. The competitors all have specialist IT sections and are trying to counter us with additional resources in their IT job sections (and, in the case of the newspapers, by refusing to accept our advertising for JobUniverse). So far our lead is increasing rather than shrinking. We have just reached 2,000 job listings — more than double our nearest competitor — and candidates are filing more than 50 job applications a day directly from the site. The first job placement was made within a week of launch.

The market for hiring IT staff is booming and, in its total expenditure, probably exceeds advertising for IT products. Traditionally newspapers have had a big slice of this, but the Internet has taken away their main advantage of comprehensive local distribution. We think that Internet job advertising will favor companies like IDG that have the best channels to reach specialized professional groups nationally and internationally. We have also found that recruitment agencies are not keen to hand over control of the Internet advertising market to newspapers and are interested in working with a partner such as IDG that understands their business and customers better. We attribute our early success to the excellent relationships we have with these companies and to the impressive JobUniverse Web site created by **Frank Quinn**'s team in Ireland, which provides capabilities that outclass those offered by local sites.

Brand Awareness

continued from page 1

tant tool for clients and reinforces IDG's international strength."

Because it delivers local and multi-country data, the Brand Awareness survey is valuable for both IDG Global Solutions, which focuses on multi-country ad sales for major clients, as well as local business units that want to provide marketing solutions for clients in their own countries. BA99 can, for example, provide reader feedback that demonstrates how IBM should market a particular product differently in Germany than in France. There are also questions targeted to smaller local vendors.

BA99 contained questions about 19 major product categories and two to three others geared to each local market. The survey identified the most important brand attributes (i.e., what product qualities a prospective buyer is most interested in), the leading brands and what messages vendors need to communicate to win over a buyer. Unlike competitors' surveys that cover fewer product categories or do not segment them to yield highly targeted data, IDG's BA survey goes deeper (covering topics like uninterruptible power supplies and modems) and is more specific (analyzing inkjet vs. laser printers).

BA newcomers *PC World Norge* (Norway), *PC World Italia* (Italy), *PC World Danmark* (Denmark) and *Mikrodatorn* and *MaxiData* (Sweden) joined previous participants *PC World Espana* (Spain), *Computer!Totaal* (Netherlands), *PC Advisor* (U.K.), *InfoPC* (France) and *PC Welt* (Germany). *PC Welt*'s own BA study in the early '90s served as the model for the *PCW* survey, and its staff remains instrumental in the development of the survey.

Each publication received a questionnaire with a standardized layout with a core set of common questions for all countries. Individual titles could also customize some of the questions to target local brands. Beginning in December 1998, most of the participating publications ran a covermounted CD-ROM with the interactive questionnaire; some publications chose to include the CD in additional issues during 1999 which greatly boosted the respondents to record levels. Many publications also posted the survey on their Web sites. Data collection concluded on April 26; results will be sent to participating business units in August.

Prizes spur participation

The survey was promoted within the magazines along with prizes donated by advertisers as the incentive for readers to complete and return the questionnaire. The data is gathered and tabulated by one central, independent research group and sent to each participating publication. Local *PC World* research managers will interpret the results and analyze the branding and purchase process for their countries. They then prepare presentations that the sales teams can use to show clients how they perform against competitors.

"Not only does no other IT publisher produce a brand awareness survey that's as global or encompasses as many product categories as IDG's, none is based on as many interviews either," Meers said. "BA98 was based on 16,400 interviews, while BA99 already has more than 26,000 responses with surveys from two more countries to be counted."

York von Heimburg, managing director of IDG Magazine Verlag in Germany and chairman of the board for IDG Global Solutions, encouraged all *PC World* publications to participate in the BA2000 survey and noted the competitive advantage it gives to IDG. "The BA survey is an effective tool in times of globalization since it yields aggregated data over regions and not just single countries," he said.

BA2000 will get under way in September or October. Each year participating business units work collaboratively to make decisions about the content and marketing of the survey. For more details, contact **Frank Heublein**, *PC Welt* (fheublein@pcwelt.de), **John O'Malley**, IGS-EMEA (john_o'malley@idg.com) or **Melanie Edwards**, IGS-US/International (melanie_edwards@idg.com). WU

Tips for a better BA survey

Here are some of the changes *PC Advisor* made between BA98 and BA99:

- Secured a large number of prizes from vendors well in advance to boost survey response.
- Got clients to commit to prizes for the following year immediately after presenting the survey results to them. Bring a prepared prize form for them to sign at the presentation!
- Ran the survey online and on CD-ROM together for three issues, not just one.
- Promoted the survey in the issue the month before as well as during the survey period.

PC Advisor comes back for more

Last year's Brand Awareness survey delivered big results for London-based *PC Advisor*. Since last August, the sales staff has conducted 71 presentations to more than 100 people at both clients and advertising agencies and has won, grown or retained numerous pieces of business as a result.

"BA98 raised both IDG's and *PC Advisor*'s profile as a major player in the U.K.," said Advertisement Director **Mark Foster**. "Once seen by client and agencies, the study was generally accepted to be superior to ZD's European "BrandTrak," particularly in terms of content and presentation."

PC Advisor signed on for a second year in the Brand Awareness survey to build even closer relationships with existing clients. "Because we can start to show year-on-year trends for the first time, we will be able to leverage even more ad pages," Foster said. "If clients do well [in the survey] they are tempted to put more business with you, and if they do less well than their competitors they have evidence to show their superiors that they need a greater advertising budget and give a different creative brief to their ad agencies. Either way, they regard us as invaluable business partners who can give them vital free information that they can't get from anywhere else."

Nuptials

Elinor Mills (IDG News Service) married Sean Abreu on May 29 in Danville, Calif. Elinor will now be known as Elinor Mills Abreu.

Elizabeth Heichler (IDG News Service) and **Martin LaMonica** (*InfoWorld*) were married May 2 in Lincoln, Mass.

Jean Zajac, (IDG International Publishing Services) married Pasco (Pat) Gasbarro on April 24 in Bristol, R.I. Jean will now be known as Jean Gasbarro.

Newborns

Congratulations to **Amie White** (IDC), and her husband, Greg, on the arrival of Alexander Benjamin White on June 12 at 6:42 a.m. Alexander weighed in at 7 lbs. 4 ozs.

Network World Fusion's **Dan Chupka** and his wife Christine welcomed the arrival of Kylie Elena on May 2. Kylie weighed 8 lbs., 1 oz. and was 20.5 inches long. She joins big sister Haley, 20 months. Oddly enough, Kylie and Haley recorded the same birth measurements and were born in the same hospital room (out of 44 in the maternity ward).

• **1993 Nissan Maxima SE**. Beautiful, powerful, affordable. This four-door manual transmission car is in excellent condition and has one of the best engines in the world: Nissan's V6 3.0L 190hp. The many features include black leather interior; Bose sound system with CD, cassette and AM/FM; tilt steering wheel; power steering, windows and locks; moonroof; dual front seats; air conditioning; anti-lock brakes; factory security; new tires; alloy wheels; 60K tune-up. It rides like a luxury car and handles like a sports car. Drive it and you will fall in love. $11,000 or best offer.

— Bryan Donovan, IDC, 508-872-8200, bdonovan@idc.com

• **Moving sale:**

— Immaculate (no pets, no smoke, no food!) blue and white-striped Bauhaus sofa and love seat set. In perfect condition, only two years old. Paid $1,400; asking $850 or best offer for set.

— Luxury-grade, stain-resistant Milliken area rug in "Rose Quartz" design (rose-colored carpet with soft ivory rose design). 8' by 11', great for a dining room, living room or large girl's bedroom. Asking $100 or best offer.

Pictures of items can be emailed to you if you wish!

— Lisa Wirth, *CIO*, 508-935-4068 (day); 617-969-2899 (eve.) lwirth@cio.com

• **Home for sale in Ashland, Mass.** Move right into this beautiful oversized split-level in fabulous neighborhood. Enjoy the peaceful quiet of a corner lot on a double cul-de-sac. Built 1977 on private 3/4-acre lot, seven spacious rooms, three bedrooms, two full baths, master bath w/Jacuzzi, two-car garage, cathedral ceilings, beautiful carpeting, central a/c. Huge family room welcomes you with a warm brick fireplace. Family room also has great potential for fourth or master bedroom. Gorgeous eat-in kitchen has new ceramic tile and beautiful sliding glass doors that look out onto large private deck. January's *US News and World Trade* listed Ashland's School system in the top 100 schools in the nation. Visit www.TownOnline.com for more town information. Don't miss this wonderful opportunityto own this beautiful home in an incredible location for $229,900. Photo available by e-mail. Call for your private showing appointment.

— Gerry Criscenzo, 508-935-4048 (day), 508-881-3231 (evening); Gerry_Criscenzo@idg.com

FOR RENT

• **Keiki Leo.** An enchanting three-bedroom, two-bathroom house on Kauai's spectacular north shore, 10 minutes from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 100 ft. from the ocean. Special rate for IDG employees and friends. Summer '99 is pretty well booked but we have some availability in June. Visit the house at http://www.kauai-paradise.com.

— George Clark, Macworld, george_clark@macworld.com

• **Townhouse roommate**. I'm looking for a non-smoking female to share my townhouse-style apartment in Millis, Mass. It is about 20 minutes south of Framingham. The apartment is available now and has the following amenities: dishwasher, outdoor parking, washer/dryer hookup, hardwood floors throughout both floors, private backyard and deck and easy access to both Rts.128 and 495. It's a 10-minute drive to the commuter rail to Boston. The rent is $425, plus utilities. The landlord expects first, last and half a month's security deposit. I am currently a tenant at will.

— Michelle Byda, IDC, 508-935-4547 (day), 508-376-3743 (evening), mbyda@idc.com

• **Ogunquit, Maine, cottage.** Two-bedroom cottage 1/2 mile from Footbridge Beach, 1 mile north of town on Route 1. Sleeps 4 to 5. Porch, kitchen, shower. $700 per week. Weeks of
7/17, 7/31 and 8/21 still available.

— Carol Fountain, 508-370-0813 carol_fountain@infoworld.com

• **Beach house in Maine**. Two bedrooms (one queen, one with twin beds), hardwood floors, ceramic tiled bath, new kitchen, large backyard with grill and a few hundred yards to Pine Point Beach, a beautiful, uncrowded white sand beach. Located in Scarborough, Maine (two hours North of Boston) near Old Orchard Beach Amusement Park, The Aquaboggen, Funtown U.S.A. and shopping at the Maine Mall and Portland's Old Port. Price: $850/week. Call now to reserve the best available weeks.

— Tom Field, CIO, 781-238-5786, tfield@cio.com

• **Three-room apartment in Sherborn, Mass.** Enormous, exquisite and elegant. Easy commute to all Mass. IDG offices. 900 sq. ft, light and spacious, cathedral ceilings with skylights, hardwood floor in main living area, an excess of windows, closet space, built-in book shelves and cabinets, Murphy queen bed, serene yard, attached garage, with washer/dryer hookups. No smokers, no pets, no fees. Seeing it is falling in love with it! $1,035 includes utilities.

— Sally Sinclair, 617-534-1215, sally_sinclair@idg.com

• **Experience Maine island living** on Great Cranberry Island near the heart of Acadia National Park. The island is a 20-minute ferry ride from beautiful Northeast Harbor. The ferry runs about every two hours between 8:00 a.m. and 6:00 p.m. A water taxi is also available. This cozy four-bedroom (plus loft), one-bath house with stove/fireplace includes the use of a car on the island. House is equipped with washer/dryer. Great Cranberry Island is about two miles long and one mile wide, and has a general store (which sells groceries, beer and wine, and serves lunch) and a gift shop. On the mainland, you can enjoy hiking in the Acadia Mountains, mountain biking on the carriage trails or shopping in Bar Harbor. Call for available summer dates. Weekly rate: $650.

— Mike Comiskey, IDC, 508-935-4498, mcomiskey@idc.com

Check out Marketplace on World Update Online

Classified ads and announcements are updated continuously on the Marketplace section of IDG World Update Online (www.idgworldupdate.com or via Lotus Notes). Ads will also appear whenever *U.S. Update* is published. Send your ads to world_update@idg.com. Marketplace is free--try it!

IDG U.S. Update

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WWW.IDGWORLDUPDATE.COM

West Coast training courses

Project Management
June 30
9:00 a.m. - 5:00 p.m.
Location: InfoWorld, 155 Bovet Road, San Mateo, Calif.

Two-day Intensive for New Managers
July 20-21
8:00 a.m. - 4:30 p.m.
Location: South San Francisco Conference Center, 255 S. Airport Blvd., South San Francisco, Calif.

Time Management: "Managing Multiple Demands"
August 3
9:00 a.m. - 1:00 p.m.
Location: IDG, 501 2nd St., San Francisco

Contact: **Barbara Hanna**, IDG West Training Coordinator, at barbara_hanna@infoworld.com.

East Coast training courses

The following courses will be held at the HR Training Room, 5 Speen St., Framingham, Mass.

Financial Reporting for IDG Managers
June 28
12:00 - 2:00 p.m.

Personal Retirement Planning
July 12
12:00 - 2:00 p.m.

ExecuTrain Business Unit Overview
August 23
12:00 p.m. - 1:00 p.m.

NOTE: For detailed information about IDG Training and Development, consult the Human Resources section on IDG Central (http://idgcentral.com) or on Lotus Notes.

Travel Update

Airfare discounts, duty-free news and more

Expanded Delta contract to offer greater discounts

IDG has signed a new contract with Delta Air Lines, effective June 1, offering the following:

- Increased front-end domestic discount program from 10% to 12%, with designated city pair incremental discounting of the following markets:

Boston-San Francisco	30%
Boston-San Jose	30%
Boston-Los Angeles	30%
Boston-San Diego	30%
Boston-Orange County	30%
Boston-Seattle	30%
Boston-Dallas/Fort Worth	20%

- International Flight Discount Program offering an 8% back-end rebate that will be distributed back to the business units at the end of IDG's fiscal year.
- Extension of the Boston-LaGuardia shuttle deal.
- A new Boston-Washington, D.C. National shuttle deal: a one-way ticket at $209.46 and round-trip for $416.42, which offers savings of $142.08 off the current published round-trip shuttle price of $558.50.

America West discount program added

Effective June 1, America West will offer a 15% discount off any published full coach "Y" fare and a 7% discount off any other published fare type system wide, excluding companion and promotional fares. America West offers service to more than 90 destinations in the U.S., Canada and Mexico.

End of duty-free sales could increase European fares

On June 30 the European Union will abolish duty-free sales on flights in Europe. The result could be an increase in fares of as much as 10% to 15% as carriers seek to make up lost revenue.

Speedier immigration procedures planned

Travelers to San Francisco, Honolulu, Seattle and Washington-Dulles will soon be able to clear customs much faster than before when those airports join the Immigration and Naturalization Service Passenger Accelerated Service System. The automated inspection system will shorten the process to 15 to 30 seconds using an ATM-type device with a palmprint reader to verify identity.

This column is contributed by Corporate Travel Director **Lyndsey Pomella**. She may be reached at lyndsey_pomella@idg.com.

marketplace classifieds

FOR SALE

- **1995 Ford Taurus GL wagon**. Third seat. New tires. 43,000 miles. Excellent condition. $9,200 or best offer.
  — Harriet Karas, 508-872-8200, harriet_karas@idg.com, or Stuart Sohn, 781-449-3621 (day)

- **28' ChrisCraft Catalina.** 1982 Express Cruiser, excellent condition, has a current survey. Single 305 HP inboard gas engine, full head w/shower, full galley, swim platform, sleeps six, shore power hook-up. Electronics include 1-yr-old GPS, 1-yr-old fish finder/depth sounder and brand new VHF/AM/FM radio. Great weekender. Currently in Gloucester, Mass. $13.5K.
  —Abbie Lundberg, *CIO*, 508-935-4731; lundberg@cio.com

- **1991 Toyota Celica GT liftback 3D**. Four-cylinder, 2.2 liter engine. Five-speed manual transmission, front wheel drive. Air conditioning, power steering, windows and locks, tilt wheel, cruise control, AM/FM stereo and cassette, moonroof. 108,000 miles. Asking $6,200.
  — Sharon Chin, *Network World*, 508-820-7507, schin@nww.com

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year at the IDG Holiday Luncheon in January and at the IDG Corporate Picnic in July. A maximum of three awards are given.

All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, tax and legal; and Tom Mathews, vice president, human resources.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Marketing Services
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax & Legal
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service,
IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Friday, July 16.
Please use form on reverse side.
Nomination forms may also be found on the CSG Web site:
www.idgcsg.com

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be announced at the annual IDG summer outing in July and published in the IDG World Update.

Employee Name: _____

Title: _____

Department: _____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: _____ Date: _____

Title: _____

ALL nominations must be submitted by Friday, July 16. Send nominations to Eric Cormier, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4600.

Job Opportunities –Week of June 21, 1999

Regional Sales Manager (CIO)
CIO Communications has an exciting new opportunity for an experienced Regional Sales Manager in its newly formed Washington DC/Virginia office. In this position you will prospect for new accounts, and maintain and expand client relationships in the territory. Ideal candidates for this position will possess a minimum of 5 years experience in hi-tech ad sales. The ideal candidate will be familiar with the accounts and the geography for this region. In addition, you should be a highly motivated self-starter with the ability to grow and develop this new region. Candidates must also possess excellent verbal and written communication skills.
Location: Falls Church, VA or Reston, VA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Copy Editor (CIO)
CIO Communications is seeking a talented Copy Editor to join its editorial staff. As Copy Editor your responsibilities will include editing copy for style, clarity and correctness; proofreading materials at various stages of production; working with copy chief and art department to coordinate copy traffic; and writing occasional short items. Ideal candidates will possess two years of copy-editing experience, preferably at a magazine; the ability to handle multiple tasks at once; and excellent prioritization skills. Efficiency and attention to detail a must. Familiarity with business and technology issues is a plus, as is experience with Macintosh, Word, Quark, e-mail and online technologies. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Market Research Analyst (CIO)
Reporting to the Research Director, the individual in this position will be responsible for providing well researched, timely market information to key executives, advertisers and other clients both inside and outside the company. Using both primary and secondary research tools, this individual will be responsible for sorting and sifting through all available resources to assist in the creation of presentations, analyze and report key market segments and to support requests for market information from the sales and marketing departments. Competitive analysis will also be included. Qualified candidates will possess a strong interest in research, 4+ years of experience in the field, strong organizational and technical skills as well as an aptitude for statistics. Familiarity with hi-tech industry, business to business marketing or advertising is preferred. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

System Administrator (CIO)
CIO currently has a full-time position available for a System Administrator. Primary responsibilities will include: administration and operation of existing NT-based systems; developing and implementing user account management procedures; disaster recovery; administration, maintenance and support of enterprise-wide email systems; and assisting with implementation of expanding corporate network infrastructure. Demonstrated experience with NT 4.0 Server is required. The ideal candidate will have a BS/BA in Computer Science or equivalent and experience in the following: email (Lotus Notes Mail, ccMail); remote access (NT RAS, Dial-Up Networking); backup software (Cheyenne Arcserve). Experience in these additional areas would be a plus: Netware 3.12, Lotus Notes, Filemaker Pro, QPS. The successful candidate will possess 1-2 years experience, and the ability to multitask while maintaining a strong attention to detail. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Ad Coordinator (GamePro)
GamePro, the world's largest multiplatform gaming magazine, is looking for a detail-obsessed but flexible Ad Coordinator with a minimum of 2 years' experience working at a fast-paced monthly magazine. Responsibilities include gathering and entering all sales data into departmental reports, tracking, updating and recording all sales reservations, changes and requests. Serves as point person for receipt of all ad materials and inspects for proper specifications, quality and content. Develops and maintains professional relationships with clients, agencies and vendors. Candidates should have 2 years experience in advertising coordination, print and production. Must have strong multi-tasking and organizational skills, a customer service attitude and excellent verbal communication skills. Must be detail oriented and able to perform under deadlines. Advanced computer (Database/Excel/Word) skills are required.
Location: San Francisco
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracey_nemiro@idg.com

Billing Accountant (IDC)
IDC is seeking a Billing Accountant who will be responsible for one third of the monthly billing, as well as, several account reconciliation's. Additionally, you will assist with the monthly and year end closings. Qualified candidates will have 2 years accounting / finance experience, college level accounting courses and solid excel spreadsheet skills. Associates Degree in accounting preferred. *Location: Framingham, MA*
Contact: E. Mazzaglia, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Sr. Research Analyst, Internet & eCommerce Strategies (IDC)
The Internet & eCommerce Strategies research program has an opening for a Senior Research Analyst position. Primary responsibilities would include conducting and writing research and responding to client inquiries. Sales and business development responsibilities will involve supporting and participating in the lead generation and renewal process. This position will also play a role in consulting projects related to the Internet & eCommerce Strategies program. Strong analytical, quantitative skills and communication skills (oral and written) are required. An understanding of the IT/Internet industry is a plus.
Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Sr. Account Executive, Industrial/Financial Accounts (IDC)
IDC is seeking a Senior Account Executive whose responsibilities will include calling on financial and industrial clients and prospects to maintain and grow base of these clients in their respective industries. Will also be responsible for bringing on new clients from financial, industrial and media industry (PR, publishing, etc.). Experience in selling market research or customer support experience preferred . Proficiency in basic territory management skills and sales automation tools, i.e., Notes, Excel, Word, Powerpoint is required. Minimum of three years experience. BA/BS preferred. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Business Development Manager, IDC East Central Europe (IDC East Central Europe)
IDC East Central Europe is seeking a Business Development Manager who will be responsible for developing new business within the user local market. Position requires 2 - 3 years of experience in Sales within the IT User Market, local customer relationships, IT management at international level and Consulting and Project Management experience. Candidates should also be fluent in English and German, have the ability and desire to apply the entire spectrum of selling skills from cold-calling to high- level contract negotiations to ongoing customer service, be dynamic and enthusiastic and have strong written and verbal communication skills.
Location: Prague, Czech Republic
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Sr Analyst/Regional Program Manager, Telecomm, IDC Asia/Pacific (IDC Asia/Pacific)
IDC Asia/Pacific is seeking a Senior Analyst/Regional Program Manager for the Telecommunications Research Group. This position reports to the Regional Associate Director of Communications research and will be responsible for managing the Asia/Pacific Telecommunication Research for the region, coordinating research and control quality of all research reports/bulletins associated with the program and conducting fieldwork. Candidates should be able to converse well at all levels, numerically inclined, excellent English writing skills and be able to meet deadlines. Requires a degree in Business, Marketing, Computer Science/Technology or its equivalent. *Location: Sydney, Australia*
Contact: D. Philbin, Fax: +65-220-6116, Phone: +65-335-0778, Email: idc_jobs@idc.com

Sr. Research Analyst, Communications, IDC Asia/Pacific (IDC Asia/Pacific)
IDC Asia/Pacific is seeking a Senior Analyst/Regional Program Manager for the Communications Research Group. This position reports to the Regional Associate Director of Communications research and will be responsible for managing the Asia/Pacific Remote Access Research for the region, writing reports and bulletins for the program, coordinating research and control quality of all research reports/bulletins associated with the program and conducting fieldwork. Candidates should be able to converse well at all levels, strong analytical skills, numerically inclined, excellent English writing skills and be able to meet deadlines. Requires a degree in Business, Marketing, Computer Science/Technology or its equivalent. *Location: Sydney, Australia*
Contact: D. Philbin, Fax: +65-335-0778, Phone: +65-220-6116, Email: idc_jobs@idc.com

Sr. Editor (NW)
Network World is looking for a technically astute, highly motivated person to serve as a Senior Editor. The ideal candidate will have strong writing skills, and knowledge of the network and computer industries. Candidates should have at least 2-4 years reporting experience on information technology and a proven ability to break news. We can be flexible as to the location of this position. *Location: Framingham, MA*
Contact: D.Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Editor-In-Chief (WebIDG)
Editor-In-Chief, News, of WebIDG will be responsible for setting and guiding the overall content mission, production, products, and voice of WebIDG's news publishing operation. Managing a team of editors and reporters, and working closely with IDG's business unit editors, this key editiorial post will establish, monitor and maintain a winning competitive position for WebIDG's news service. Additionally, this senior WebIDG officer will represent the company in news-oriented PR opportunities, and manage WebIDG's relationships with wire services. Candidates should have a minimum of ten years of progressive editorial management in multiple media (online and at least one other medium), and possess superior overall journalistic skills. Significant, senior-level experience managing a news operation required; experience in non-tech media very helpful. *Location: San Francisco, CA*
Contact: L. Morgan, Fax: 415-267-4558, Phone: 415-267-4516, Email: laurie_morgan@idg.com

VP, Business Development, Global Products Group (WebIDG)
This executive will create and manage relationships with key strategic partners (eg, CNN, search engines) as well as develop incremental revenue opportunities through micropublishing and custom products. Ability to develop relationships at the highest levels of partner companies (generally broader media companies) is critical, as is the ability to create new revenue streams and write and manage highly complex contracts involving content, circulation, revenue, and equity. Minimum of 10 years relationship management experience required. *Location: San Francisco, CA*
Contact: L. Morgan, Fax: 415-267-4558, Phone: 415-267-4516, Email: laurie_morgan@idg.com

Assistant Editor, CNN Web Programs (WebIDG)
This editor will identify and process IDG-created stories for display on CNN's Web site. Must be curious, meticulous, and eager to uncover related stories at IDG sites for CNN readers interested in learning more about the subject of each story. Spanish & Portuguese language skills a plus. *Location: San Francisco, CA*
Contact: M. Cappel, Fax: 415-267-4558, Phone: 415-267-4525, Email: mark_cappel@idg.com

Associate Editor, CNN Web Programs (WebIDG)
This editor will identify and process, and manage flow of IDG-created stories to CNN's Web site. Must be curious, meticulous, and eager to uncover related stories at IDG sites for CNN readers interested in learning more about the subject of each story. Previous management experience, Spanish & Portuguese language skills a plus. *Location: San Francisco, CA*
Contact: M. Cappel, Fax: 415-267-4558, Phone: 415-267-4525, Email: mark_cappel@idg.com

News Editor, Wire Service Content (WebIDG)
Reporting to the EIC, News, this editor will select the most current, relevant stories from wire service providers (eg, IDGNS, Dow Jones, Reuters) to ensure that WebIDG provides the most up-to-date and comprehensive technology news on the Internet. This editor will also manage relationships with these providers to ensure WebIDG has access to the optimal selection of external content, plus work with the director of micropublishing, the managing editor of IDG's CNN relationship, and other WebIDG editors to leverage externally generated content in other WebIDG products. Two to three years of editorial experience required, preferably in a news operation. *Location: San Francisco, CA*
Contact: L. Morgan, Fax: 415-267-4558, Phone: 415-267-4516, Email: laurie_morgan@idg.com

News Reporter (3) (WebIDG)
Under the direction of the Senior News Editor, reporters will create original news content for WebIDG and for its partnerships with CNN and other providers. Strong writing and reporting skills essential; one to two years reporting experience preferred.
Location: San Francisco, CA
Contact: M. Cappel, Fax: 415-267-4558, Phone: 415-267-4525, Email: mark_cappel@idg.com

Associate Analyst, Network Support & Integration Services, IDC Benelux (IDC Benelux)
IDC's European Network Support and Integration Services Expertise Centre is seeking an Associate Research Analyst who will be responsible for undertaking research projects focused on competitive analysis, market demands, and opportunity analysis for network support services in Europe. In this role, you will be required to forecast the size and growth of market segments, profile leading network service providers and monitor emerging market opportunities. Preferred candidates have a degree, 1 - 2 years relevant work experience, fluency in English, with an emphasis on writing skills, the ability to produce and analyse quantitative data, a keen interest in information technology and strong spreadsheet and database skills. *Location: Amsterdam, Netherlands*
Contact: M. Canning, Fax: +31-20-617-5566, Phone: +31-20-6692-721, Email: idc_jobs@idc.com

Business Development Manager, IDC Central Europe/Switzerland (IDC Central Europe/Switzerland)
IDC Central Europe/Switzerland is seeking a Business Development Manager who will be responsible for developing new business within the user local market. Position requires 2 - 3 years of experience in Sales within the IT User Market, local customer relationships, IT management at international level and Consulting and Project Management experience.. Candidates should also be fluent in English, have the ability and desire to apply the entire spectrum of selling skills from cold-calling to high-level contract negotiations to ongoiong customer service, be dynamic and enthusiastic and have strong written and verbal communication skills. *Location: Zurich, Switzerland*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314 Email: idc_jobs@idc.com

Sr. Research Analyst, IDC Germany (IDC Germany)
IDC Germany is seeking a Senior Research Analyst who is recognized as an IT industry expert, brings breadth and depth of knowledge especially in the analysis of corporate value of IT investment and has experience working with industry leaders identifying and analyzing strategic business issues and technology. This individual will be responsible for researching, writing, and publishing analysis. Requires University Degree and 3+ years related experience. Teamwork capability is fundamental. Flexibility, initiative, problem solving and interpersonal skills are all required skills. *Location: Kronberg, Germany*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Sr. Systems Technician (IDG/B)
We are looking for a Sr. System Technician to provide software and hardware support for our end-user customers. The Sr. System Technician will be responsible for all software and hardware systems and system configurations which includes upgrading, troubleshooting and fixing software and hardware problems on PCs and their peripherals for both desktop and laptop systems. This position will also be responsible for supporting all printers, and may include first-line troubleshooting for all WAN/LAN problems. Two to three years hands-on PC end-user support, an in-depth knowledge of MS DOS, System 8, Windows 95 and NT, as well as an excellent working knowledge of Office97 required. Knowledge of Microsoft BackOffice would be a plus. The ideal candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. Occasional after hour and weekend work will be required along with scheduled on-call responsibilities. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

AP & Billing Coordinator (IFW)
InfoWorld is looking for an AP & Billing Coordinator who will document, verify, and process billing for advertising customers. This is an intermediate level accounting position that requires 1-2 years accounting/bookkeeping and PC spreadsheet experience. The individual must be proficient in working with spreadsheets, experienced with computerized billing systems, detail oriented, have excellent organization skills, and the ability and flexibility to work closely with various departments. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

Ad Director (IFW)
InfoWorld is looking for an Advertising Sales Director to lead a team of Regional Sales Managers in driving ad revenue in both print and on-line business for InfoWorld. The position will be responsible for covering the East Coast and eastern Canada. The ideal candidate will have a minimum of ten years of computer or business publication ad sales experience, a thorough understanding of the IS/IT market, and a proven track record of successfully leading a sales team. This position reports directly to the Publisher.
Location: Rochelle Park, NJ/Boston,MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Administrative Assistant (IPS)
International Publishing Services in Boston is looking for an Administrative Assistant. In this position, you will be responsible for all reception duties such as phone answering, greeting visitors, and coordinating company events. In addition, you will assume responsibility for the operation and maintenance of IDG's on-line global address book. You will be required to cultivate and maintain relationships with liaisons at all of IDG's domestic and international business units. Other responsibilities will be assigned as required by the growth of the division. Ideal candidates will have an Associates degree or equivalent experience and strong computer skills. Applicants should possess strong oral and written communication skills and the ability to work independently. Familiarity with Lotus Notes is a plus. *Location: Boston, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Newsletter Editor (IS)
The Newsletter Editor will be responsible for coordinating, editing all newsletters, planning new newsletter offerings, and continue to write the grok. The ideal candidate will have 5 - 7 years of editorial experience with at least two years of direct experience in news reporting and editing, and some content-management experience. Excellent editing and writing skills and the ability to manage deadlines. Good analytical and journalistic skills. In depth knowledge of the Internet economy is required.
Location: San Francisco, CA
Contact: T.Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommyl@thestandard

Billing Coordinator (IS)
The billing clerk will be responsible for handling the billing functions within the finance department. Responsibilities include inputing orders, preparing and generating reports, and maintaining the database. Daily interaction with sales staff. Ideal candidate should be computer literate, detail-oriented with the ability to work as a team player who excels in a fast-paced, deadline oriented environment. Previous TRS experience a plus. *Location: San Francisco, CA*
Contact: L. Ching, Fax: 415-733-5401, Phone: 415-733-5427, Email: leonac@thestandard.com

Web News Reporter (IS)
The Industry Standard currently has an excellent opportunity for a Web News Reporter based in our NY Office. The Web news reporter will be responsible for reporting and writing daily news stories for the Web on a general assignment basis. There will also be opportunities to write for the print magazine. The ideal candidate will have at least two years of business reporting experience, excellent writing skills, a strong interest in and knowledge of the Web news environment, and knowledge of the Internet business world. *Location: New York, NY*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Director of Advertising Sales (IS)
Reporting directly to the Publisher, this position is a senior strategic member of the sales team. The Director of Ad Sales will be responsible for prospecting, maintaining and leading the Western Region Sales team in driving ad revenue for the print business and the web for The Industry Standard. The innovative, creative, resourceful candidate will have 10+ years of business publication ad experience, innovative sales strategies, a thorough understanding of the business, technology and internet markets and a proven track record of successfully leading a sales team. Excellent verbal and written communication, management and entrepreneurial skills are a must. Well-established contacts and interest in the internet industry a definite plus. *Location: San Francisco, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Sales Associate (IS)
The Industry Standard has an excellent opportunity for a Sales Associate in our San Francisco office. The Sales Associate will be responsible for providing multi-functional support to the sales managers in all administrative facets of advertising sales. Duties include but are not limited to providing client service, assisting in selling display and marketplace advertising, and general administrative support. The ideal candidate will have strong written and communication skills, the ability to handle multiple tasks simultaneously, and be detailed oriented. PC skills are required (including powerpoint and excel skills). Experience in publishing, technology, advertising or marketing considered a plus. *Location: San Francisco, CA*
Contact: C. Lucanegro, Fax: 415-733-5401, Phone: 415-733-5437, Email: cheryll@thestandard.net

Features Editor (NW)
Looking for an experienced high technology journalist with five or more years of experience, broad technical knowledge and proven management skills to lead a group of seven people who are responsible for producing test/review articles and thought provoking trend analysis pieces on a weekly basis. *Location: Framingham, MA*
Contact: D.Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Senior News Editor (WebIDG)
Working closely with other WebIDG news editors and IDG publication editors, this senior editor will manage a team of reporters to create the Web's most compelling, differentiated array of technology news stories. In addition to creating content for the WebIDG site, this editor's team will create commissioned content for CNN.com and other partners. Requires five to seven years editorial experience, with a minimum of three years of news experience, ideally in multiple media. *Location: San Francisco, CA*
Contact: M. Cappel, Fax: 415-267-4558, Phone: 415-267-4525, Email: mark_cappel@idg.com

Database Developer (Oracle) (WebIDG/East)
The newly developed WebIdg group is seeking a Database Developer (Oracle) to join the technical team on the east coast. Qualified candidates must have 3+ years of experience in design, development, testing, documentation and support of software applications in an online or OLTP environment. Individual must also have a minimum of 2 year experience with PL-SQL using Oracle 7.x or Oracle8.x and 2 years experience with Oracle Forms 3 or 4.5. Minimum of 3 years experience with relational databases with SQL that includes both physical and logical design also required. Individual must have a working knowledge of UNIX and be able to provide back-up support of Oracle DBAs. Individual must be able to work independently and as a team player. Opportunity for growth. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

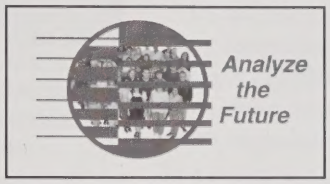
Senior Systems Administrator (WebIDG/East)
Come join the WebIdg technical team on the east coast. We are looking for Senior Systems administrator to oversee 20 servers, 100 workstations. Individual will manage day to day operations of large scale UNIX and DBMS servers in a Solaris environment. Individual will also install and upgrade server software and hardware, and perform system performance monitoring and capacity planning. Qualified candidates must have solid experience with Oracle. Preferred experience with Sendmail, DNS, NIS, and management of web servers (apache). Experience with Firewalls (Checkpoint) preferred. Experience with mail servers, networking and security is a plus. Individual must also have solid experience with Volume Management System (Veritas Volume Manager) and have worked in a mission critical database server production environment. Familiarity with NT a plus. Position requires a BS/CS or BS/EE degree with 3-5 years of experience is required. Ability to work independently and as a team player. Opportunity for growth. *Location: Framingham, MA*
Contact: M. Brunaccini , Fax 508-820-3340, Phone N/A, Email: hotjobs@nww.com

Web Developer (WebIDG/East)
The newly developed WebIdg group is seeking two Web Developers to join the technical team on the east coast. Qualified candidates must have 2+ years experience in C / C++, Java, Perl and Shell level programming. In addition, 2+ years programming experience on Unix platforms is required. Experience in the following areas preferred: ,Oracle, SQLServer; development / porting /installation / configuration in a Unix environment, developing online applications on multi-platforms, distributed programming, Client/Server, CORBA and experience developing with Apache, Jeeves, Netscape Enterprise, Jigsaw. Ideal candidates should have experience developing web sites with the following characteristics: high volume, encrypted data storage and transfer, membership authentication, and integration with legacy systems. Experience developing high volume e-commerce web sites is also a plus. Individual must be able to work independently and as a team player. Opportunity for growth. *Location: Framingham, MA*
Contact: M. Brunaccini , Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

IDC launches advanced analyst training series

Participants and presenters alike gave high marks to IDC's first advanced analyst training program in the U.S. Held May 4-5 in Framingham, Mass., the "Forecasting with Innovation" workshop was the pilot in a series of courses being developed for analysts with at least 1.5 years of experience. A training program for new analysts is currently being revised.

Since one of the program goals is to promote collaboration across research groups, the 10 analysts invited to participate represented a cross-section of IDC: Research Analyst **Abner Germanow**, Program Director **Barry Parr**, Research Manager **Sandy Rogers**, Senior Analyst **Amir Ahari**, Program Manager **Ellen Julian**, Research Manager **Alyson Frasco**, Senior Analyst **Nicole Comiskey**, Senior Analyst **Stephen Drake**, Research Manager **Dana Thorat** and Research Manager **Diana Hwang**.



IDC's advanced analyst training program will be branded with this logo.

"I hope every analyst makes time to attend the forecasting course," Hwang said. "Learning how to develop and create forecasts is a staple of IDC's business. Providing the training and foundation to ensure our research and methodology is consistent across the company is important for IDC's investment in the future."

"Imagine a group of great chefs who are accustomed to preparing food in their own kitchens alone, finally having the opportunity to get together to share recipies and baking techniques for the first time. That is what IDC's first forecasting workshop was like," said **Mark Levitt**, research director for Collaborative Computing. Levitt worked with IDC Human Resources, the instructional design firm AED, and a handful of other experienced analysts to design and facilitate the workshop.

"The most impressive part for me was when each small group of analysts was able to create and present a credible, impressive forecast based on a complex case study with only an hour and a quarter of preparation," Levitt added. "This demonstrated a key benefit of IDC analysts working collaboratively: being able to deliver high quality, thoughtful forecasts in a short time frame."

In addition to Levitt, the trainers for the course were Vice President **Ray Boggs**, Group Vice President **Ralph Finos**, Vice President **Paul Mason**, Vice President **Sean Kaldor** and Senior Vice President **Tony Picardi**. Senior Vice President **John Gantz**, who also helped with program development, was unable to attend the pilot course but will be a presenter at future sessions.

IDC Human Research Manager **Amy Shluger** plans to share training materials with IDC Nordic Managing Director **Per Andersen**, who established an analyst training program in Europe late last year and may adapt "Forecasting with Innovation" for local use. Other IDC offices worldwide interested in the program should contact Shluger at ashluger@idc.com.

Information about plans for additional advanced analyst training workshops — including one on how to best leverage primary and secondary research and another on how to create and present analysis most effectively — will be available later this year. The next training session is tentatively slated for September. WU

"I hope every analyst makes time to attend the forecasting course. Learning how to develop and create forecasts is a staple of IDC's business."

- Diana Hwang

IDC research manager

"Imagine a group of great chefs who are accustomed to preparing food in their own kitchens alone, finally having the opportunity to get together to share recipies...That is what IDC's first forecasting workshop was like."

- Mark Levitt

IDC research director

Brand Awareness survey newcomers have high hopes

To Marketing Manager **Lise Thorstensen**, BA99 is a tool that will give an IDG Norway sales person "a role as a consultant worth listening to for marketing advice, rather than someone who is just pushing pages." She noted that the survey will also be useful for the editorial team, which is "keen on finding out which assets our readers think are most important, how readers look at different companies and which brands are most interesting."

Even before the end of the survey period, *PC World Danmark* has almost double the number of responses that a typical product survey in Denmark usually draws. Market Analyst **Henrik Sonne** noted that customers had been asking for a local brand awareness survey for the past couple of years, and they are very interested in comparing it to brand awareness surveys they've seen for other countries. "Time and price considered, we would not be able to conduct a study on our own that had both national and international respondents," he said. Sales Manager **Leif Rasmussen** expects that the survey results will improve customer loyalty. "We're bringing them important information about their market position. We want very much to be seen as a partner and to provide the facts that persuade our clients to place more ads with our magazines."

WOW's interactive tools

At www.wow.fi registered users can:

- Tailor their own WOW home page, choosing from all of the WOW sections the ones they want to be part of their own page.
- Search for information on a company from the archives of WOW, all eight Talentum publications, as well as from Balance Consulting, a local information source for WOW. "This is a great way for users to update their information on a company before having a meeting with them," said Talentum International Sales Representative **Hanne Tuomisto**.
- Create a stock portfolio to follow, compare and analyze in the Finance section. Prices are updated every 30 minutes via links to the Helsinki Stock Exchange. The Finance section also has a tax section in which users can send questions to WOW's tax lawyer for advice, which can then be shared with other WOW users. There is also a tax calculator where one can calculate salary taxes, and a housing section that can calculate whether it is better to buy or rent.
- Post questions regarding IT problems that will be answered by WOW's Help Desk. A database in the IT section can be searched for information on different product groups to compare the functionalities and prices of the products within the group.
- Create a customized calendar and planner.
- Design business cards.
- Shop online for books, CDs and PCs.

bisnes.fi

continued from page 1

randomly and don't go deeply into the issues. *bisnes.fi* differentiates itself from its business-publication competitors in that it takes a liberal, open-minded point of view on how one can actually make money on the Internet. Many of its readers say that they have relied on foreign publications, such as *Fast Company* and *Business 2.0*."

Tuomisto said the magazine's staff expects the *bisnes.fi* Web site to evolve into an online community for readers where they can discuss the latest issues of the Web economy.

First online information management tool

WOW was launched this month with a staff of 20. Finland's first online information management tool targets business professionals and decision makers and already has 20,000 registered users. Under the three headings of Economy, IT and Finance, it offers everything from news, statistics, tax, investment and portfolio tools to company analyses, product tests and an interactive human resources discussion forum.

"WOW is a new concept," Tuomisto said. "The challenge will be to make WOW a daily tool for its audience."

Users can tailor the site to suit their own needs, as can advertisers. "Ads can be targeted to the groups the advertisers want to reach," Tuomisto said, "since the user group's profile is well-known, thanks to the registration process. We'll be offering new possibilities beyond traditional banners, such as entry ads at the WOW home page, weekly e-mail newsletters and promotional ads. In the near future, it will be possible to target any group exactly, so that, for example, an ad will be shown only to e-mail network managers in a certain age group in 20-plus-employee companies if that's what the advertiser wants."

To build its audience quickly, WOW staff is making the service available free of charge to the 121,000 members of several Finnish professional associations, such as the Finnish Association of Graduates in Economics and Business Administration, the Finnish Association of Graduate Engineers, the Union of Professional Engineers in Finland, as well as these groups' Swedish equivalents.

The editorial staff of bisnes.fi. (l-r) ***Karo Hämäläinen*** *(editor),* ***Kari Latvanen*** *(editor),* ***Marja-Liisa Pollari*** *(editor-in-chief),* ***Antti Oksanen*** *(managing editor) and* ***Markus Janhunen*** *(layout).*

Tuomisto said there is one reasonable price for access to all of WOW's components. "The fact that there is a fee is a challenge," she said, "since users on the Internet are used to getting everything for free."

Ville Wikstrom, Talentum sales manager/online advertising, said that WOW can be ordered on a single-user or corporate license basis. The cost for a single user is 960 Finnish markka (US$167). Companies buying bulk licenses receive a discount based on the number of user licenses they purchase.

"A lot of companies are using different kinds of information-feed services in their intranets for which they pay a lot of money," Tuomisto said. "WOW can be considered a substitute for that since this service is sold directly to companies as a tool for their employees."

"Many organizations are interested in WOW because Internet usage nowadays takes too much of their employees' time," Wikstrom said. "WOW provides many services in one package instead of surfing around the 'Net searching the same information."

For more information contact Hanne Tuomisto at hanne.tuomisto@talentum.fi. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Kathy Dinneen *IDG Research Services*

23
Terri Bergstrom *IDC*

19
Cynthia Delany *Computerworld*
Matthew Smith *Computerworld*

18
Patricia Keefe *Computerworld*

16
Derek Hulitzky *Computerworld*

15
Carol Miller *IDC*
Richard Buroni *Computerworld*
Mitchell Betts *Computerworld*

14
[illegible]on Best *IDC*
Craig Stedman *Computerworld*

12
Vicki Brown *IDC*
Gary Anthes *Computerworld*
Linda Holbrook *Computerworld*

11
Rebeca Liss *IDC*
Julie Gilbert *IDG New Zealand*

10
Nancy Robinson *InfoWorld*
Maryfran Johnson *Computerworld*
Robin Robinson *Computerworld*

9
Mandy Tse-Wong *IDG*
Deborah Clifford *IDC*
Stephen Fontaine *IDC*
Bob Pinchin *IDG New Zealand*
Johanna Ambrosio *Computerworld*
Linda Clinton *Computerworld*

8
[illegible]atey DeBalko *Solutions Integrator*
Terri Mitchell *CIO*
Patricia Owen *PC World*
Thomas Gewecke *WebIDG*
Marcia Ross *Computerworld*
Lisa Davidson *Computerworld*

7
Kristin Williams *IDC*

6
Laura Segervali *IDC*
Paul Mason *IDC*
Mark Levitt *IDC*
Sau Ching Lau *IDC*
Lynn Christofferson *IDG Global Solutions*
Stewart Deck *Computerworld*

5
Aranzazu Garcia *IDG Spain*
William Manning *IDC*
John Farrell *IDC*
Anne Saunders *FCW Gov't Technology Group*
Barbara Cole *Computerworld*

4
Amie White *IDC*
Kelly Henry *IDC*
Alexander Bernardo *IDC*
Christopher Greene *IDC*
Simon Jary *Macworld U.K.*
Anna Rohrer *IDG Books*
Emmie Hung Clark *Computerworld*

3
Caroline Cerullo *CIO*
Vahe Habeshian *IDC*
Andrew Newman *IDC*
Dan Briody *InfoWorld*
Vanessa Adams *IDG Australia*
Eddie Johnson *IDG Books*
Heather Dismore *IDG Books*
Mark Peterson *IDG Books*
Jeremy Selwyn *Computerworld*

2
Jane Pfeiffer *IDG Denmark*
Elizabeth Fung *CIO*
Anne Schneider *IDG*
Joseph Rigoli *IDC*
Philip Mendoza *IDC*
Jonathan Derome *IDC*
Dan Amrich *IDG Games Media Group*
Andy Lo *IDG Hong Kong*
Barbara Fredericks *InfoWorld*
Mike Jacobs *InfoWorld*
Julia Wildey *InfoWorld*
Kevin Thornton *IDG Books*
Richard Wood *IDG New Zealand*

1
Dusan Forejt *IDG Czech Republic*
Lance Castonguay *IDG*
Simon Liang *CIO*
Pauline Schneider *CIO*
Daintry Duffy *CIO*
Jill House *IDC*
Christian Munz *IDC*
Sophie Mayo *IDC*
Mary McPhillips *IDC*
Mary Costulas *IDC*
Michelle Berube *IDC*
Pamela Giesen *IDC*
Leslie O'Neill *InfoWorld*
Amy Barkat *IDG Books*
Karen Bresnan *IDG Books*
Kathy Yankton *IDG Books*
John Boyle *FCW Gov't Technology Group*
Anne O'Neil *The Industry Standard*
David Orenstein *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

people noteworthy

New employees

IDC has hired **Dan Covello** as an intern in the Collaborative Computing division covering the unified messaging software market. He previously worked as a project manager in environmental and geotechnical services at G.M. Selby and Associates. He holds a B.A. in geology from Colgate University in Hamilton, N.Y., and is currently studying for an M.B.A. at Babson College in Babson Park, Mass. He has co-authored three published technical papers on geology and coastal engineering.

A recent *cum laude* graduate of Framingham State College with a degree in communication arts, **Leah Silver** joins *CIO* as a fulfillment assistant. She previously worked as a marketing assistant at Microcal Software and enjoys reading, hiking and vacationing in Maine.

IDG Books has hired **Huong (Kira) Vu** as a product marketing coordinator in its Foster City, Calif., office. She was previously an account executive assistant with J. Brown/LMC Group. She holds a B.S. in business administration, with a focus on marketing and international business, from San Francisco State University. Away from her desk she likes to read, catch up with friends and shop.

Covello

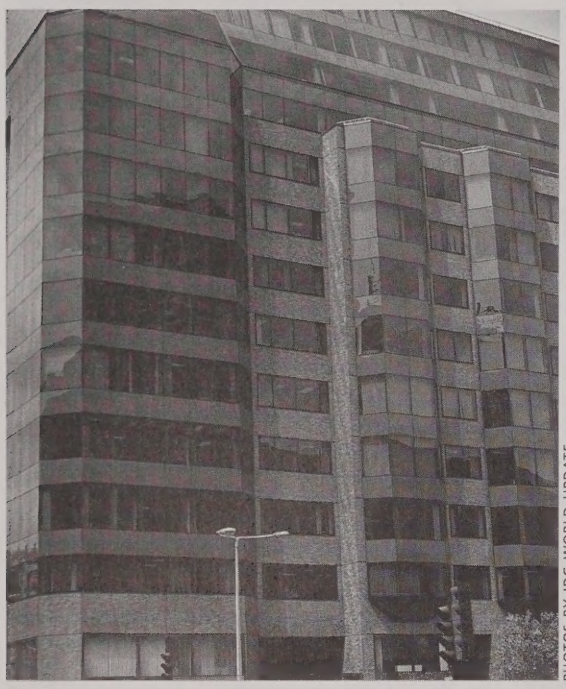
Senior Systems Analyst **Debi Suslow** comes to IDG Books' California office from United Behavioral Health where she worked as a business analysis manager. She holds degrees from the City College of San Francisco and San Francisco State in business and communications. She enjoys spending time with the family and traveling and is the immediate past president of Beth El Women, a 200-plus-member women's organization.

Rich Green is IDG List Service's new account executive. He was previously with Kronos, Inc. where he held a similar position. He earned a B.A. in communications from the University of Massachusetts/Amherst and is a volleyball and golf enthusiast.

for fun

contests

Winners named in "Where in the world?" contest



PHOTOS BY IDG WORLD UPDATE

A. IDG Corporate Support Center (Boston)

B. IDG Spain (Madrid)

IDG baseball hats are on their way to the following employees who correctly guessed the locations of the IDG offices in the "Where in the world?" contest in the May 24 issue. Four winners are named, rather than three selected in a random drawing, as the four omniscient staffers were the only ones among all the entries to score 100%!

Pim Bilderbeek, director, European Networking Research, IDC Benelux
Mary Bednarek, product development director, IDG Books Worldwide (Indianapolis, Ind.)
Katherine Bunje, foreign rights coordinator, IDG Books Worldwide (Foster City, Calif.)
Tatiana Hinova, managing director, IDG Bulgaria

Congratulations and thanks to all participants!

C. IDG Hungary (Budapest)

D. IDC U.K. (Two Bath Road, London)

New venue and dates for LinuxWorld Conference and Expo

IDG World Expo announced last week that the third LinuxWorld Conference and Expo will be held Feb. 1-4, 2000 at the Jacob Javits Center in New York. It will be the first time the event will be held on the East Coast.

The event originally had been planned for Jan. 10-13 in Washington, D.C., but IDG World Expo rescheduled the show to accommodate the rapidly expanding number of exhibitors and anticipated attendance levels.

For more information go to www.linuxworldexpo.com.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

IDG sponsors Channel Focus Europe

IDG is the lead sponsor for Channel Focus Europe, a Baptie & Company channel marketing conference slated for July 15-16 in Denver.

Adrian Jones, senior vice president of IDG Global Solutions, is one of the keynote speakers. The event includes 11 workshops and 15 group sessions on how to drive business through a variety of direct and indirect channels in Europe.

The cost for IDG clients is $1,295 a discount of $500 off the regular rate.

For more information, go to www.baptie.com or contact **Volker Heistermann** at volker_heistermann@idg.com.

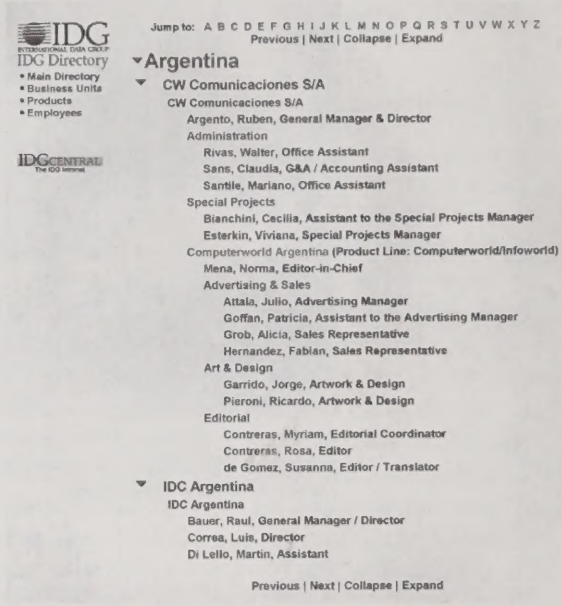
It's here! The improved IDG Directory goes online

If you're trying to figure out how to contact **Bonnie Aarons** (IDC Mountain View), **John Zyskowski** (IDG Channel Services Group) or any of the 5,100 employees in between those alphabetical bookends, check out the new online IDG Directory. It's available on Lotus Notes or on the Web via IDG's password-protected intranet, IDG Central, at http://idgcentral.com.

Take the same route if you need basic information about any IDG business unit worldwide or its publications. Each record contains specific contact information including addresses, telephone and fax numbers, e-mail and Web addresses.

Jean Gasbarro of IDG International Publishing Services has been the product champion for the new directory. Upon joining the Boston office last summer, she went toe-to-toe with the old online directory, which debuted in late 1996

continued on page 5


IDG
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Argento, Ruben, General Manager & Director
Administration
Rivas, Walter, Office Assistant
Sans, Claudia, G&A / Accounting Assistant
Santile, Mariano, Office Assistant
Special Projects
Bianchini, Cecilia, Assistant to the Special Projects Manager
Esterkin, Viviana, Special Projects Manager
Computerworld Argentina (Product Line: Computerworld/Infoworld)
Mena, Norma, Editor-in-Chief
Advertising & Sales
Attala, Julio, Advertising Manager
Goffan, Patricia, Assistant to the Advertising Manager
Grob, Alicia, Sales Representative
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Garrido, Jorge, Artwork & Design
Pieroni, Ricardo, Artwork & Design
Editorial
Contreras, Myriam, Editorial Coordinator
Contreras, Rosa, Editor
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This business unit view, accessed via IDG Central, contains employee names and titles. A click on those names leads to more detailed information.

Network World adopts high profile at NetWorld + Interop

Third annual Net Bowl raises more than $50,000 to help schools hook up to 'net

*Network World Editorial Director **John Gallant** shares a laugh with Net Bowl competitors Clyde Jenkins of ADC Kentrox (left) and Mike Skubisz from Cabletron.*

Network World's third annual Net Bowl, the networking industry's only trivia game show dedicated to raising money to help U.S. schools connect to the Internet, was among several high-profile events sponsored by Network World at last month's NetWorld + Interop in Las Vegas.

Other events carrying the Network World name at the industry's largest trade show included the Network World Career Fair, the Network Operating Systems Showdown, Network World Live TV and Network World VPN Mania.

Network World President and CEO **Colin Ungaro** served as emcee of the popular Net Bowl competition, which pits teams of executives from top networking vendors against each other in a test of their knowledge of industry trivia. This year, for the second time, the East Coast team, captained by

continued on page 4

in brief newsworthy

Computerworld Poland's Top 200 issue packs a profit

Executives from the biggest and most successful IT and telecom companies in Poland convened last month to celebrate their firms' inclusion in the eighth annual Computerworld Top 200 Report. Once again IDG Poland staff rated the May special issue, which contained 106 ad pages within a 250-page folio, a big business success.

(L-R) Vice Prime Minister and Minister of Finance Leszek Balcerowicz, Computerworld Top 200 Editor-in-Chief ***Iwona Bartczak****, Computerworld Poland Editor-in-Chief* ***Wojciech Raducha****.*

Among the 40 people who dined at one of Warsaw's best restaurants was the author of Polish economic reforms, Vice Prime Minister and Minister of Finance Leszek Balcerowicz. It was the first time such a high-level official had attended the event.

The minister's presence "was a great honor for the hosts and for the guests," said IDG Poland Marketing Manager **Agnieszka Cybulska**. "It demonstrated that *Computerworld Poland*'s independent editorial is an important source of information that is appreciated not only by the market but by the Polish government."

Hewlett-Packard Polska led the rankings of the country's top IT companies, while Telekomunikacja Polska was the No. 1 telecom company. The 10 biggest IT companies (in terms of annual revenue) and the five biggest telecom companies received commemorative plaques.

In addition, IDG Poland honored those companies that may not have made the top 10 list but who were ranked No. 1 in the following categories: distributor, dealer, computer manufacturer, software manufacturer, integrator, Internet provider and IT training company.

For more information on the report and the event, contact Agnieszka Cybulska at agnieszka_cybulska @idg.com.pl.

Hong Kong, Vietnam address changes

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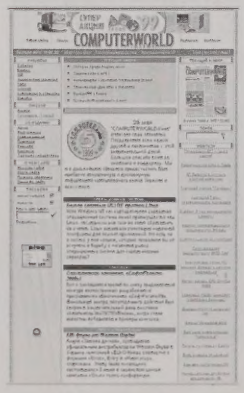
Now 5, *Computerworld Kiev* is country's oldest IT weekly



ALEXEY KOVALSKY

Staff members last month celebrated the fifth anniversary of *Computerworld Kiev* (top left), which lays claim to being the oldest IT weekly in the Ukranian market. Published under license to IDG by Comizdat Publishing Ltd., the weekly this year switched to a full-color 32-page tabloid format and now boasts a circulation of 12,000, including both newsstand sales and subscriptions. During last month's ComputerExpo '99/Spring in Kiev, the publication unveiled its new Web site www.cw.kiev.va (bottom, left). The site features content from the print publication as well as daily updates on local market news and feedback forms for readers to communicate with staff.

back to basics

primer

Circulation

InfoWorld Vice President of Circulation **Barbara Ruffner** discusses some fundamentals of circulation. *InfoWorld* maintains a controlled circulation. Ruffner is also responsible for circulation for *Publish* and *Solutions Integrator.*

Circ speak

Rate base: Circulation level promised or guaranteed to advertisers.

ABC: Audit Bureau of Circulation

BPA: Business Publications Audit of Circulation.

Qualification card: Form developed to elicit data from subscribers, which can be used to "qualify" them for controled circulation.

Drop: A mailing.

Rollout: A large-quantity mailing based on a successful test.

Pull: Response rate

A/B split: Selecting every other name on a mailing list.

Premium: A free gift that accompanies a new subscription or renewal. Primarily used for paid circulation publications.

Kills: Names dropped from a list.

Control package: The direct mail package proven to always pull the best.

Each month this new feature will examine a different functional area of IDG's worldwide business. If you have an area you would like to see featured or would like to serve as a guest columnist, please contact the editors at world_update@idg.com.

Q What does a circulation department do?

A • Deliver rate base.
• Maximize circulation's financial contribution either in the form of paid subscribers, or in the case of controlled circulation, through list rental revenue.
• Report circulation activity to the audit bureau.
• Match circulation to editorial product: circulation's job is to obtain the right subscribers, editorial keeps them!

Q What's the difference between paid and controlled circulation?

A From the circulation perspective:
Paid circulation: Orders are processed immediately and there is not a choice whether or not to serve the respondent. There are typically lower response rates to any solicitation for the publication, which normally results in higher acquisition costs than controlled. Typically, you receive little or no information about the subscribers. Paid publications are typically ABC audited, and have higher pass-along readership (often you see paid publications "routed" in an office, but rarely controlled.)

Controlled: When an order (qualification card) is received, we have the option of serving the subscriber a copy or not. They will go into a "hold" status until we need them, which is when we remove someone else from the file. We typically get higher response rates to promotions, although this has been dropping fairly dramatically in the last four years. We usually have lower acquisition costs and get lots of information about the subscriber. Controlled circulation is typically BPA audited.

Q What is CPM and why is it so important?

A CPM is cost per thousand and is a calculation based on the total circulation and the rate being charged for that quantity. It is often compared in a buy to see how much advertisers will be paying per thousand to reach the subscribers they want. Typically there will be a higher CPM placed in a more highly targeted audience, which is why large paid publications have a much lower CPM than a very small, highly targeted, controlled circulation.

Q Why is it important to be audited?

A Audit agencies verify everything we claim to do with the circulation. It is easy to make claims, but having it audited is the proof of the legitimacy. The audit includes: verifying we printed and mailed the quantity we claim, that the data subscribers gave us is reported accurately (neither audit bureau will question the data gathered, i.e., if a subscriber says they purchase notebooks, the agency will not contact the subscriber to confirm or deny the information), verify the method by which we obtained the subscriber (direct mail, telephone, Internet), verify the date we last heard from them and that we show how many copies are delivered each issue.

When an advertiser chooses to place an ad, they have faith that we will deliver to the quantity they paid for, but they won't find out if we did or not until our statement is printed and in the field. We print them every six months.

Q How has the Web affected your business?

A The Web has opened up very exciting opportunities for circulation. We believe that the future is to offer an opportunity for advertisers to see the mix of circulation, whether subscribers are reading on the Web site, getting the print publication or doing both. The key is how to capture enough information about both audiences to show the value of the entire universe of "readers." The Web can afford us opportunities in controlled circulation to get revenue from subscribers when we couldn't in the past. In addition, we see the Internet as a new approach to getting their attention for asking for the print publication. If we can use Web sites and the Internet to drive print circulation, it can ultimately drive down acquisition costs.

Over 60% of our subscribers have now qualified via a Web qualification form, and we continue to drive more to do that. Now, instead of mailing an expensive package to get new subscribers, we send postcards and drive them to the Web. It is very cost effective. When they fill out a qualification card for the print publication, we ask them to become registered users for Infoworld.com and apply for our newsletters all in one step. We now have over 160,000 registered users, and we just started the print/Web application process in December 1998.

Q How do you know people aren't lying on the qualification card?

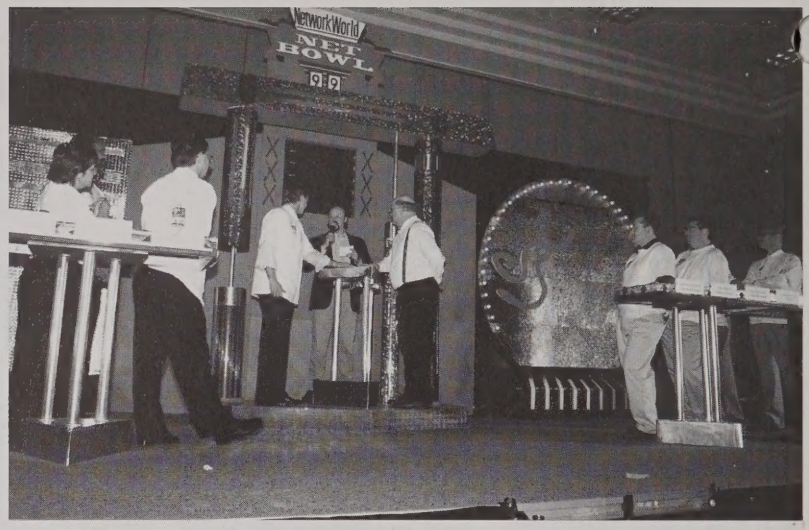
A Basically we don't. We depend on people to be honest, whether they're filling out a survey or a qualification card. However, we do have checks and balances. We conduct telephone research for a variety of purposes, and often the first question asked is the "qualifier." If you get very few dropouts on the qualifier, your data is usually pretty solid. We also rent our list, and response rates are a good indicator of solid data.

Network World CEO ***Colin Ungaro*** *welcomes attendees to Net Bowl 99.*

Network World

continued from page 1

Howard Anderson, founder and president of The Yankee Group, prevailed over its West Coast rival, led by Gordon Stitt, CEO at Extreme Networks. **John Gallant**, Network World editorial director and senior vice president, posed the questions, all of which were written by editors at *Network World*. Ungaro warmed up the audience with a few trivia questions of his own such as "How old is astronaut John Glenn?" and awarded prizes for correct guesses.



Hundreds of Interop attendees packed the Net Bowl audience to watch leaders in the networking industry do battle for bragging rights in this annual competition. Overall, the East Coast now leads the West Coast 2-1.

The event raised over $50,000, the proceeds benefitting Net Day, a non-profit organization endorsed by President Clinton and Vice President Gore to help wire the nation's K-12 classrooms to the Internet. More than two dozen of the networking industry's leading firms served as sponsors.

"This event is a lot of fun for the participants, the sponsors and the hundreds of Net Bowl attendees," said Ungaro. "And Net Day is an admirable cause with which we are all proud to be associated."

For four years running Network World has been managing the Career Fair Venue at N+I. The opportunity to put prospective employers face to face with show attendees has been met with great success, according to **Dodi Rabinovitz**, director of recruitment advertising at *Network World*. "For the exhibitors this venue allows them to effectively target an extremely focused, highly qualified base of 'passive' candidates. For the attendees the Career Fair at the Technical Trade Show delivers the active companies, with the hottest jobs, searching for specific skill sets in a very open, relaxed environment," she said.

N+I Las Vegas showcased 32 exhibiting companies that purchased booth space and recruitment ad space in Network World to participate in the event. The return of a highly qualified, hard-to-reach candidate pool is a win-win all around, Rabinovitz said. For more information contact dodir@nww.com.

Moderated by John Gallant, the Showdown: Network Operating Systems featured representatives from Microsoft, Novell, Red Hat, Sun and The Santa Cruz Operation (SCO) who engaged in a spirited debate about the future of their respective products in front of almost 400 N+I attendees.

While no clear "winners" or "losers" emerged, attendees were treated to a feisty exchange that included such pointed questions as Red Hat's Erik Troan's, "Why isn't the 17-million-person user base for Linux big enough for Microsoft to port Office 2000 to?" and a summary from SCO's Tamar Newberger about her competitors: "NetWare, beware, shelfware and nowhere."

Network World VPN Mania constituted four days of interoperability demonstrations among virtual private networks (VPNs), coordinated by Network World Test Alliance member Joel Snyder. Attendees got a first-hand look at which products truly work together.

TV time

And finally, *Network World* was the exclusive sponsor of Network World Live TV, a segment on N+I Convention TV. *Network World* editors conducted over 40 live interviews from the show floor that were broadcast on TV monitors throughout the convention center. Many of the interviews were subsequently incorporated into the Network World Live TV program that aired on cable TV in many of the hotel rooms throughout the four-day show.

For more information, contact Network World Director of Marketing **Hillary Freeley** at hfreeley@nww.com.

Test yourself!

Test your knowledge of networking trivia. See page 8 for a sample of questions used in this year's Net Bowl.

Job Opportunities -June 28, 1999

Graphic Designer (CW)
Computerworld is seeking a graphic designer to join its creative team. The ideal candidate will possess 3-5 years design experience in an editorial environment. Responsibilities will include directing newspaper layout, graphics, illustration and photographs. Candidates should have a strong editorial design portfolio, a degree in graphic design, QuarkXPress and PhotoShop proficiency, experience working with photographers and illustrators and a firm understanding of typography and 4-color production in a Mac environment. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: kristen_mcisaac@cw.com

Associate Editor (GamePro)
GamePro, the world's largest multi-platform gaming magazine is seeking an experienced Associate Editor with an expert knowledge of console video games and PC games. Primary responsibilities will include writing and editing previews and reviews of console and PC games; writing and editing strategies and features as necessary; creating on-line editorial copy for GameProWorld.com; and creating editorial content for the magazine's ancillary products. This person will also act as a representative of the magazine, covering assigned console and/or PC game beats. This position requires excellent editing and writing skills, 2+ years of journalism experience, and extensive experience playing console and PC games. Must be a self-motivated and professional team player who has the energy and drive to produce and edit quality copy while adhering to tight deadlines within a very fast-paced, team-oriented publishing environment. Knowledge of Word, Quark XPress, and PhotoShop a plus. *Location: San Francisco, CA*
Contact: K. Skaggs, Fax: 650-349-8347, Phone: N/A, Email: kskaggs@gamepro.com

Senior Editor (GamePro)
GamePro, the world's largest multi-platform gaming magazine, is seeking a Senior Editor with 5+ years of editing experience, excellent writing ability, supervisory/management experience, and extensive experience with console video and PC games. In addition to supervising other editorial staff, responsibilities will include managing assigned sections of GamePro, including determining content and assigning writers; editing manuscripts and working with writers; writing for all sections of the magazine as necessary, including features, departments, console and PC game reviews, previews and strategies; creating online editorial copy for GameProWorld.com; and creating editorial content for the magazine's ancillary print products. Act as a representative of the magazine, covering assigned console and/or PC game beats and attending trade shows, product demos, and industry events. This position requires 5+ years of journalism experience that includes developmental editing, excellent writing skills, expert knowledge of console and PC games, and supervisory experience. Must be a self-motivated, professional, and a mature team player with leadership abilities. Must possess energy and drive to produce quality copy while adhering to tight deadlines within a very fast-paced, team-oriented publishing environment. Knowledge of Word, Quark XPress, and PhotoShop a plus. *Location: San Francisco, CA*
Contact: K. Skaggs, Fax: 650-349-8347, Phone: N/A, Email: kskaggs@gamepro.com

Graphic Designer (GamePro)
IDG Games Media Group, publisher of GamePro Magazine, the world's largest multi-platform Gaming Magazine, is looking for a talented, self-motivated, deadline-conscious Graphic Designer. Overall responsibilities include the layout and design of editorial content, marketing pieces, and ancillary corporate materials. Must be Mac proficient, 3-5 years experience in 4-color print media preferred with proven expertise in Quark, Illustrator, and PhotoShop a must. Knowledge of popular teen culture, video games, and the internet a plus. We offer a fast-paced, high-energy, team-oriented environment that will motivate and challenge you.
Location: San Francisco, CA
Contact: F. Mao, Fax: 650-349-4300, Phone: 650-349-1598, Email: N/A

Benefits Analyst (IDG)
The central services group within Corporate Human Resources is looking for a bright, energetic, and flexible individual to work on benefits related projects. Responsibilities include; tracking, analysis, and research on benefit package competitiveness, assisting with the development of a comprehensive benefits communication strategy, preparation and dissemination of communication materials, and assisting employees with complex benefits related issues. Qualified candidates should possess strong analytical and customer service skills, excellent writing skills, ability to handle confidential information, attention to detail, and enjoy working in a fast paced team-oriented environment. Requires BS/BA or equivalent experience, plus 3-5 years in a similar capacity within a customer service environment. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

Compensation Analyst (IDG)
The central services group within Corporate Human Resources is looking for a bright, energetic, and flexible individual to work on compensation projects. Responsibilities include; survey input and analysis, conducting market research on new or existing positions, maintaining and updating executive compensation plans world-wide, and assisting with the management of the salary planning process. Qualified candidates should possess strong analytical and customer service skills, excellent writing skills, solid spreadsheet and report writing skills, ability to handle confidential information, attention to detail, and enjoy working in a fast paced team-oriented environment. Requires BS/BA or equivalent experience, plus 3-5 years in a similar capacity within a customer service environment. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

HR Specialist (IDG/B)
As a team member of an active Human Resources Department in a dynamic organization, the HR Specialist will provide operational support to VP Human Resources and HR team in all its functions, with specific responsibility for tracking HR processes, recruitment support, benefits and payroll processing, HRIS entry and reporting, record keeping, coordination of training programs, and general administration. The HR Specialist will provide accurate and timely responses to employees' HR-related questions. Candidates must have a Bachelor's degree or equivalent with 4+ years work and administrative experience, excellent interpersonal, communication skills and advanced proficiency with MS Office (Word, Excel, Access, PowerPoint a plus). Working knowledge and some hands-on experience with database management application (HRIS). Positive customer service attitude, excellent written and verbal communication skills, ability to handle multiple tasks concurrently and detail oriented. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Senior Producer (IS)
The Senior producer will lead production for TheStandard.com's Web services group. This person will manage and coordinate a young, motivated, creative team of on-line Web producers, working closely with the design and software services groups. This is a key position to ensure that projects and deadlines are assigned and met by the associate producers and production assistants. The ideal candidate will have a B.S. or B.A. Strong organizational and project management skills. Experience with HTML, scripting languages, relational databases and Unix. Knowledge of Vignette Storyserver, web development and the ability to create complex, database driven Web sites. Management experience, familiarity with software development life cycle and an understanding of Web business models a plus. *Location: San Francisco, CA*
Contact: M. McAlister, Fax: 415-733-5401, Phone: 415-733-5481, Email: mattm@thestandard.com

Web Production Assistant (IS)
The Industry Standard is seeking a organized, detail-oriented Web Production Assistant to join our web team to help maintain TheStandard.com.. The Web Production Assistant will be responsible for maintaining production processes and site inventory, coding templates and pages, developing new technologies, and producing and designing interactive elements and enhancements to the site. He/ she will work closely with both creative and business teams to build, maintain, and improve edit workflow, site traffic, and new products. The ideal candidate will have experience with HTML, tables, forms and frames. General knowledge of PhotoShop and Quark; familiarity with Macintosh, PC, and Unix environments; working knowledge of current Web development tools and technologies. *Location: San Francisco, CA*
Contact: M. McAlister, Fax: 415-733-5401, Phone: 415-733-5481, Email: mattm@thestandard.com

Senior Editor - Features (IS)
The Senior Editor Online - features will be responsible for hiring freelancers, coordinating with partners and the like, and writing stories. This individual will also help develop special packages for syndications, be the point of contact for any outside content deals and partner with the Conference department. The ideal candidate will have 3 - 4 years of relevant experience. Strong editing, excellent written and oral communications skills required. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Ad Sales Coordinator (PCW)
The Ad Sales Coordinator will support the Publisher and Ad Sales Business Manager in all administrative facets of managing the advertising sales team. Responsibilities include clerical support, general office support, and customer service. Specific tasks may include developing quotas and maintaining commission plans, coordinating meetings and conference calls, compiling monthly reforecast, assisting with payables and expense reports, making travel arrangements and handling internal correspondence. The ideal candidate will be a self-starter with superior organization and administrative skills, who enjoys working in a fast-paced environment and can efficiently and diplomatically handle a wide variety of tasks and personalities. *Location: San Francisco, CA*
Contact: P. Owen, Fax: 415-442-1891, Phone: 415-978-3298, Email: -NA-

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IDG/B	Operations	Inventory Control Clerk	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-524
IDG/B	Operations	Manufacturing Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-524
IDG/B	Operations	Paper Purchasing & Manufacturing Projects Coordinator	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-524
IDG/B	Operations	Project Coordinator	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-524
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IDG/B	Prod	Design Specialist - Interior Book Design	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-320
IDG/B	Prod	Graphics Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-320
IDG/B	Prod	Page Layout Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-320
IDG/B	Prod	Production Director	Indianapolis, IN	D. Harris	P: 650-655-3039	F: 650-655-320
IDG/B	Sales	Corporate Account Manager	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-524
IDG/B	Sales	Customer Service Representative	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-524
IDG/B	Sales	Part-time Merchandisers (2 openings)	Various	C. Yam	P: 650-655-5013	F: 650-655-320
IDG/B	Sales	Special Sales Account Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-320
IDG/B	Systems	Sr. Systems Technician	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-320
IDG/B	Systems	System Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-320
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-320
IDG/CN	Ad Sales	VP, Business Development (3)	CA/NJ/MA/TX	S. Brown	P: 508-935-4099	F: 508-935-460
IDG/CN	Finance	National Accounts Analyst	San Francisco, CA	A. Hub	P: 415-705-6421	F: 415-676-303
IDG/CN	Rsch	Director, Research	San Francisco, CA	P. Sur	P: 650-524-7102	F: 650-524-700
IDG/CSC	Intern	Corporate Communications (Intern)	Boston, MA	S. Hansen	P: 617-534-1255	F: 617-859-734
IDG/CSC	PR	Corporate Communications Assistant	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-460
IDG/Rsch	Rsch	Media Research Analyst	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-460
IDG/Rsch	Rsch	Research Assistant	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-460
IFW	Edit	Copy Editor (2 Positions)	San Mateo, CA	HR Dept.	P: N/A	F: 650-312-066
IFW	Finance	AP & Billing Coordinator	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-066
IFW	HR	Human Resources Manager	San Mateo, CA	S. Murphy	P: 415-978-3276	F: 415-267-174
IFW	R&T	Technology Analyst, Enterprise Computing Team	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-066
IFW	Sales	Ad Director	San Mateo, CA	S. Brown	P: 508-935-4099	F: 508-935-460
IFW	Sales	Ad Director	Rochelle Park, NJ/Boston,MA	S. Brown	P: 508-935-4099	F: 508-935-460
IFW	Sales	Sales Associate	San Mateo, CA	C. Neumann	P: 650-312-0631	F: 650-312-066
IGS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-
IGS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-
IGS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-
IPS	Admin	Administrative Assistant	Boston, MA	B. Senges	P: 508-935-4192	F: 508-935-460
IS	Art/Design	Jr. Designer	San Francisco, CA	N. Chiala	P: 415-733-5470	F: 415-733-540
IS	Confer	Conference Coordinator	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-174
IS	Confer	Senior Conference Manager	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-174
IS	Edit	Newsletter Editor	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-174
IS	Finance	Billing Coordinator	San Francisco, CA	L. Ching	P: 415-733-5427	F: 415-733-540
IS	IS/Prod.	IS Manager	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-174
IS	Mktg	Research Manager	San Francisco, CA	K. Zeida	P: 415-733-5449	F: 415-733-540
IS	On-line	Web News Reporter	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-174
IS	On-Line	Associate Producer, Special Reports & Syndication	San Francisco, CA	J. Walowski	P: 415-733-5482	F: N/A
IS	On-Line	Senior Producer	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-540
IS	On-Line	Web News Reporter	New York, NY	T. Lin	P: 415-974-7377	F: 415-267-174
IS	On-Line	Web Production Assistant	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-540
IS	online edit	Senior Editor - Features	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-174
IS	Sales	Director of Advertising Sales	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-460
IS	Sales	Sales Associate	San Francisco, CA	C. Lucanegro	P: 415-733-5437	F: 415-733-540
Mac Pub	Edit	Copy Editor	San Francisco, CA	C. Breen	P: 415-975-2272	F: 415-442-076
Mac Pub	Mktg	On-line Marketing Manager	San Francisco, CA	F. Koe	P: 415-243-3677	F: 415-243-359
Mac Pub	On-Line	Product Manager	San Francisco, CA	A. Gore	P: 415-243-3603	F: 415-243-364
Mac Pub	On-Line	Web Production Assistant	San Francisco, CA	J. Cheney	P: 415-243-3541	F: N/A
Mac Pub	Systems	Unix Systems Administrator	San Francisco, CA	J. Cheney	P: 415-243-3541	F: N/A
NW	Ad Sales	Account Executive	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-334
NW	Admin	Sales Assistant	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-334
NW	Edit	Features Editor	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-334
NW	Edit	Sr. Editor	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-334
NW	On-Line	Web Producer	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-334
NW	Operations	Sales Operations Manager	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-334
NW	PR	Public Relations Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-334
NW	Sales	Account Executive	Santa Clara, CA	D. Caldwell	P: 508-820-7472	F: 508-820-334
NW	Sales	Account Manger, Seminars and Events	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-334
NW	Sales	Sales Representative	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-334
NW	Sales	Sr. District Sales Manager	Irvine, CA	M. Brunaccini	P: N/A	F: 508-820-334
PCW	Ad Sales	Account Manager	San Francisco, CA	B. Hanck	P: 310-312-8008	F: 310-312-804
PCW	Ad Sales	Ad Sales Coordinator	San Francisco, CA	P. Owen	P: 415-978-3298	F: 415-442-189
PCW	Edit	Senior Associate Editor	San Francisco or Boston	B. Snyder	P: 415-267-1715	F: 415-442-189
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-189
PCW	HR	Human Resources Assistant	San Francisco, CA	K. Coldwell	P: 415-978-3290	F: 415-974-731
PCW	Prod	Advertising Traffic Coordinator	San Francisco, CA	N. Maudsley	P: 415-978-3310	F: 415-974-740
PCW	Sales	Sales Account Manager	Rochelle Park, NJ	W. Silverman	P: 201-587-7318	F: 201-712-978
PCW	Sales	Sales Account Manager	Los Angeles, CA	B. Hanck	P: 310-312-8008	F: 310-312-804
Publish	Edit	Associate Editor	San Francisco, CA	M. Naman	P: N/A	F: 415-975-261
The Webby Awards	Sales	Director of Sales and Marketing	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-460
WebIDG	Ad Sales	Ad Director	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-457
WebIDG	Ad Sales	On-line Account Executive	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-455
WebIDG	Ad Sales	Senior VP, Sales and Marketing	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-731
WebIDG	Admin	Business Development Assistant	San Francisco, CA	K. Park	P: 415-267-1710	F: 415-267-173
WebIDG	Art/Design	Creative Director	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-731
WebIDG	Art/Design	Online Designer, Editorial	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-189
WebIDG	Bus Dev	Editor-In-Chief	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-455
WebIDG	Bus Dev	VP, Business Development, Global Products Group	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-455
WebIDG	Circ	Audience Development Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-749
WebIDG	Circ	Manager, Audience Development	East Coast	N. McLaughlin	P: 415-978-3109	F: 415-974-749
WebIDG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-189
WebIDG	Edit	Editorial Director	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-731
WebIDG	Edit	Executive Editor, Linuxworld	San Francisco, CA	M. McCarthy	P: 415--267-1727	F: 415-267-173
WebIDG	Edit	Staff Editor, IDG Games.net	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-749
WebIDG	Mktg	Director of Marketing	San Francisco, CA or Southborough, MA	R. Willoughby	P: 415-978-3205	F: 415-974-731

WebIDG	on-line	On-line Operations Assistant	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
WebIDG	On-line	Assistant Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
WebIDG	On-line	Assistant Editor, Reviews, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
WebIDG	On-line	Associate Editor, Here's How	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
WebIDG	On-line	Associate Editor, Reviews	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
WebIDG	On-line	Copy Editor	San Francisco, CA	K Saccio-Kent	P: 415-978-3223	F: 415-442-1891
WebIDG	On-line	Desktop Analyst	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG	On-line	Executive Editor, PC World On-line	San Francisco, CA	C. Baskin	P: N/A	F: 415-267-1739
WebIDG	On-line	Executive Editor, Reviews	San Francisco, CA	C. Baskin	P: N/A	F: 415-267-1739
WebIDG	On-line	On-line Editorial Director	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
WebIDG	On-line	On-line Graphics Specialist	San Francisco, CA	R. Freed	P: 415-975-2677	F: 415-442-1891
WebIDG	On-line	Quality Assurance Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG	On-line	Reporter/ Editor, News (2 openings)	San Francisco, Ca.	P. Watt	P: 415-975-2646	F: 415-442-1891
WebIDG	On-line	Reporter/Editor, News	Boston, MA	E. Bender	P: 617-482-2750	F: 617-426-0235
WebIDG	On-line	Senior Associate Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
WebIDG	On-line	Shareware Editor, On-line	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
WebIDG	On-line	Staff Editor, News	Boston, MA	E. Bender	P: 617-482-2750	F: 617-426-0235
WebIDG	On-line	Test Analyst, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
WebIDG	On-line	Web Producer (2 openings)	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG	On-Line	Advertising Production Coordinator	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
WebIDG	On-Line	Application Developer	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	On-Line	Application Development Manager	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	On-Line	Business Analyst	San Francisco, CA	T. Harting	P: 415-267-1779	F: 415-974-7316
WebIDG	On-Line	Business Development Manager	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
WebIDG	On-Line	Channel Manager, GamePro.com	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
WebIDG	On-Line	Data Analyst	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
WebIDG	On-Line	Director of Consumer Marketing	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
WebIDG	On-Line	Director of Finance	San Francisco, CA	M. Buckingham	P: 415-978-3308	F: 415-442-1891
WebIDG	On-Line	Operations Supervisor	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	online edit	Assistant Editor, CNN Web Programs	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	online edit	Associate Editor, CNN Web Programs	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	online edit	News Editor, Wire Service Content	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	online edit	News Reporter (3)	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	online edit	Senior Associate Editor	San Francisco, CA	J. Steinberg	P: 415-978-3384	F: 415-267-7132
WebIDG	online edit	Senior Editor, TipWorld	flexible	J. Welp	P: 502-722-9272	F: N/A
WebIDG	online edit	Senior News Editor	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	Prod	Advertising Production Manager	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
WebIDG	Prod	Director of Information Services	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
WebIDG	Prod	Senior Producer	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
WebIDG	Product Development	Lead Producer, Tipworld	San Francisco, CA	D. Fox	P: 415-267-1773	F: 415-974-7491
WebIDG	Rsch	Director of Research	San Francisco, CA or Southborough, MA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WebIDG	Sales	Online Advertising Account Manager(2 openings)	San Francisco CA & Framingham, MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
WebIDG	Sales	Regional Sales Manager	New York, NY	T. Nemiro	P: 415-978-3203	F: 415-267-1742
WebIDG/East	Ad Sales	General Manager, Career Channel	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Edit	Editorial Director, Enterprise Products	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	online	Database Developer (Oracle)	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	online	Senior Systems Administrator	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Operations	Business Operations Manager	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Prod	General Manager, Virtual Events & Broadband Programming	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Prod	Newsletter Producers (3 openings)	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Rsch	General Manager, Advisory Services Channel	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	online	Web Developer	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WEC	Finance	Staff Accountant	Framingham, MA	J. Aten	P: 508-935-4480	F: 508-935-4600
WEC	Sales	Sales Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600

*While the IDG Directory is an online product, IPS' **Jean Gasbarro** juggled massive amounts of paper to bring the directory up to date.*

More resources

IPS' **Jean Gasbarro** and **Lynn Christofferson**, marcomm manager/international media at IDG Global Solutions, keep each other informed to make sure that contact information in the IDG Directory is closely aligned to that in the IGS-maintained Publications Database.

The Publications Database, available only on Notes, is a comprehensive source of IDG publication information. It has 21 different views that include information such as ad rate and mechanical specifications, publication and readership profiles, regional market data, ad booking schedules and more.

For more information contact Christofferson at lynn_christofferson@idg.com.

Data sharing is also ongoing between Gasbarro and **Victoria Anderson**, director of the IDG Global Web Support Center (www.supportcenter.com). The GWSC contains, among other resources, a list and profiles of IDG Web sites worldwide and contact information for employees in online-related jobs.

For more information, contact Vicki Anderson at anderson@supportcenter.com.

IDG Directory contents

Notes version

1. Main directory
2. Business Units
    1. All Business Units
    2. By Type (Corporate, Subsidiary, Licensee, etc.)
    3. By Region
3. Product
    1. All Products
    2. By Product Line
    3. By Country
    4. By Business Unit Type
    5. By Region
4. Employees
    1. By Last Name
    2. By Business Unit
    3. By Publication

Web version

Four main views, broken out in the main divisions as above, with some variation, such as:

- Employee quick view showing business unit, job title, telephone, and e-mail
- Links to Web sites and ability to send e-mail from several views.
- An "updated" icon appears next to each updated entry for three days following the change.

Don't be left out!

All IDG business units worldwide have been contacted and asked to supply employee information for inclusion in this directory. If information for your company is not included, no one from your business unit supplied it. It's not too late! Any business unit wishing to submit information may do so now by contacting **Jean Gasbarro** at jean_gasbarro@idg.com.

IDG Directory

continued from page 1

but was plagued by functional flaws and erratic updates. A librarian by training, Gasbarro marshalled all her organizational skills to make the directory more useful and user-friendly. She also took on the monumental task of re-keying the data into the new Notes Domino database and contacting all IDG business units to establish a regular flow of updated information.

IPS Notes Developer **Karl-Henry Martinsson** teamed up with Gasbarro to improve both the look and functionality of the directory. The enhancements include:

- E-mail addresses in the employee view.
- E-mails can be sent by clicking on the e-mail address.
- More employee direct-dial numbers.
- An improved "request change" option that is easier to use and provides space for additional comments.
- Clearly distinct mailing addresses vs. building addresses for those offices that use a separate mailing address.
- Easier-on-the-eye background colors in Notes and on the Web.

A search engine for the Web version, and elimination of the ubiquitous "people" icon on Notes are next on the list of future enhancements. Gasbarro encourages users to contact her with any suggestions for content or technical improvements.

Customized lists

The online directory can be adapted for specific needs and convenience, she noted. "People who are familiar with Notes can make a local copy and alter it to create, for example, a list that includes only publications and their Web sites or a list of just business unit names and addresses. They can then replicate as often as they want to get the updated information."

Currently, the directory contains publication information, addresses, phone and fax numbers for every IDG business unit worldwide, as well as varying levels of employee contact information. There are complete employee listings for 197 business units, which constitute 96% of all IDG and IDC units worldwide.

For more information, contact Jean Gasbarro at jean_gasbarro@idg.com; tel: 617-303-7824; or fax: 617-423-0712. Comments or questions may also be sent to idgdirectory@idg.com. To find out which Notes server in your office contains the IDG Directory, contact a member of your IS staff.

noteworthy people

Drexler

Fruhlinger

Promotions

Network World's **Andrea D'Amato**, previously sales manager/strategic partnerships (events), has been promoted to sales director for the Strategic Partnerships group. "Andrea has been instrumental in making events an integral part of Network World's integrated print/online/events sales proposition and has helped to significantly boost sponsorships in all our events, which contribute the majority of the Professional Development Group's overall $6 million in revenue," said Network World Senior Vice President and Publisher **Evilee Thibeault**. "In her new role, Andrea will be personally responsible for 10 to 15 accounts as well as manage the seminar sales team, which is expected to grow over the next few months."

John Farrell has moved up from consulting manager to consulting director in IDC's Services Research Group. "John joined our group more than two years ago and has contributed significantly to the great growth and increased client penetration we have experienced in services consulting," said Consulting Director **Rebecca Segal**. "He has that often elusive mix of excellent research and writing skills, client skills, and business development skills that are the mark of a successful IDC analyst of any title."

Trina Fletcher-MacDonald has been promoted from associate editor to senior editor at the InfoWorld Test Center. "Trina has consistently met challenges with enthusiasm and creativity, managed projects like an expert, and injected our reviews with clarity and business context," said **Julie Uiterwijk**, section editor for Intranets & I-commerce. "It's wonderful to work with someone who turns problems into opportunities and maintains a sense of humor."

Sandra Gittlen has been promoted to managing editor at Network World Fusion. "Sandy has done a great job over the past year in making Fusion a far more useful resource," said Online Editor **Adam Gaffin.** "From signing up new columnists (Foo' Bar and Career Doctor) to working with the features department on such things as RFP Central and our monthly Face-off series, Sandy has greatly expanded the services and features available online. She's also really helped improve the overall quality of Fusion through her insistence on finding and fixing mistakes and bad links." As managing editor, Sandy will work to more effectively promote and present the already large number of resources offered by Fusion while overseeing the expansion of forums and interactive services and play a key role in the planning and rolling out of new Web sites, Gaffin said.

New employees

Michael Drexler joins the IDG News Service as a Tokyo-based reporter, coming from the daily English-language newspaper *Mainichi Shimbun,* where he was a desk editor. A graduate of Amherst College in Amherst, Mass., with a B.A. in economics, he has led a peripatetic life that has taken him from Thailand to the corn fields of Iowa. He enjoys scuba diving, cooking and rugby.

Dan Caterinicchia has signed on as a reporter/correspondent for *civic.com*, the publication for IT professionals in state and local government published by FCW Government Technology Group. He landed the job fresh out of American University in Washington, D.C., where he earned a B.A. in print journalism. Outside the office, Dan enjoys sports, reading and computers.

Lori Piquet joins the InfoWorld Test Center as a senior editor on the Enterprise Computing team, covering the application develop-ment,middleware, and Y2K beats. Piquet brings to the Test Center more than five years of experience at Internet- and computer-related publications, including ZD's *Internet Business, LAN Magazine*, and most recently Bridge Information Systems. She has a B.A. in journalism from California State University Chico.

PC World Online welcomes Online Designer **Eliza Wee**. She recently worked as the marketing communications coordinator/designer at DiCon Fiberoptics, Inc. Eliza earned a B.A. in fine arts from Amherst College and spends her off hours painting (canvas and murals), illustrating, and "catering to my dog's every whim."

Also new to PC World Online is **Liz Welch**, who is copyediting TipWorld tips from her home base of New Albany, Ind. She previously served as senior copy editor of *Tech Republic*, published in nearby Louisville, Ky. Liz has a B.S. in journalism from Indiana State University.

Charles Pitzer has joined WebIDG as a district sales manager, working out of New York. He most recently held a regional manager sales post at Miller Freeman. Charles has a B.A. in political science from Hampden-Sydney College in Hampden-Sydney, Va., and lists sports, music and reading among his interests.

International Channel Marketing Manager **Stephanie Marsh** has joined IDG Books' Foster City, Calif., office. She previously worked as the channel marketing manager for MicroProse, Inc. Stephanie holds a B.A. in international relations from the University of California at Davis.

Joshua Fruhlinger has joined Web Publishing as a copy editor. Joshua earned a B.A. in history and classics from Cornell University in Ithaca, N.Y., and an M.A. in history from the University of California at Berkeley. His hobbies include reading, writing and learning to play the bagpipes.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Christine Hiehler *IDG Germany*

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Barbara Howell *IDG Australia*

15

Ole Bolvig Hansen *IDG Denmark*

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Egon Margraf *IDG Germany*

13

James Falanga *IDG*
Kenneth Hoyt *IDC*
Helmut Sedlmeier *IDG Germany*
Cathy Abes *Publish*

12

Faith Marcello *Computerworld*

11

Andrew Sambrook *IDG List Services*
Harald Brechtl *IDG Germany*
Michelle Wong *Computerworld Singapore*
Lawrence Manuel *Publish*

10

Jan-Bernd Meyer *IDG Germany*
Hans-Albrecht Simon *IDG Germany*
Francisco Sanchez *IDG Spain*

9

Mark Cappel *IDG.net*
Torben Sørensen *IDG Denmark*
Daniel Mohn *IDG Germany*
Petra Hermann *IDG Germany*

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Andreas Borchert *IDG Germany*
Mª Dolores Rubio *IDG Spain*

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Anne Merkelson *Publish*

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Nancy Viens *IDC*
Pamela Prince *IDC*
Randi Siegal *IDC*
Maud Sarde *IDG Denmark*
Doris Gutzelnigg *IDG Austria*
Silvia Friedel *IDG Germany*
Jon Zobencia *Mac Publishing*

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Christian Borg Møhl *IDG Denmark*
Marlene Silla *IDG Germany*
Britta Tuttenberg *IDG Germany*

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Irena Gorian *Laurentian Technomedia*
Kim Ogrodnik *Laurentian Technomedia*
Bernadette Brauer *IDG Australia*
Sabine Ranft *IDG Germany*
Mirian Prieto *IDG Spain*

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Mary Sims *IDG Books*
Bryan Stephenson *IDG Books*
Peter Tripodi *IDG Central Services*
Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*

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Melissa Mecca *IDG Games Media Group*
Michael Naughton *PC Advisor*
Torben Simonsen *IDG Denmark*
Sandra Strohmeier *IDG Germany*
Bernhard Wittmann *IDG Germany*
Holger Seiffert *IDG Germany*
Ursula Zimmermann *IDG Germany*
Michael Schnelle *IDG Germany*
Ulrike Kopp *IDG Germany*
Jill Lim *IDC Singapore*

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Andrew Swinton *IDC U.K.*
Cynthia Murphy *IDC*
Patrick McConnell *PC World*
Silvia Raggi *IDG Italy*
Keita Kuramoto *IDG Japan*
Klaus Schluter *IDG Germany*
Andreas Fischer *IDG Germany*
Pamela Wallenfels *IDG Germany*
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Kristina Grasse *IDG Germany*
Sabine Wittmann *IDG Germany*
Michael Andress *IDG Germany*
Alessandro de Bochdanovits *IDG Germany*
Andra Riemhofer *IDG Germany*
Andreas Kroschel *IDG Germany*
Ariane Krensing *IDG Germany*
Renate Rachlé *IDG Germany*
Hiromi Yoshida *IDC Japan*
Betsy Busby *IDG Books*
David Kissinger *IDG Books*
Megan Follin *Federal Computer Week*
Laura Carr *The Industry Standard*
Robert Rawson *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Y2C contest!

(Year 2000 Calendar contest)

Don't miss the opportunity to have your photographic skills showcased in IDG's first employee photo calendar of the new millenium! Entries are now being accepted for the 16th annual IDG Employee Photo Calandar Contest. The contest is open to all IDG employees worldwide. Twelve masterpieces will be selected for inclusion in the calendar--one could be yours!

New century, same old rules:

- You may submit up to two color or black-and-white prints or 35-mm slides. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos!
- Entries must be received by **Monday, Sept. 13**. Send your entries to: IDG World Update, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

Prizes will be awarded as follows:

First place: $250
Second place: $150
Third place: $100

Questions? Please contact Patricia Smith (patricia_smith@idg.com) or Penny Winn (penny_winn@idg.com).

Please note: Due to the ever-growing number of entries received, photos will not be returned. Please make copies!

trivia contest

How networking literate are you? Below is a sampling of questions taken from this year's Network World Net Bowl, held last month at Networld + Interop in Las Vegas. The questions were all created by *Network World* editors. Answers appear at right.

1. What was the name of Netscape's mascot?

a. Margaret
b. Mozilla
c. Marc
d. Gargantua

2. Jim Barksdale stepped down as Netscape's CEO in the wake of the company's acquisition by AOL. What happened to Marc Andreessen?

a. He left, too.
b. He joined AOL as chief technology officer.
c. He's starting up a new company.
d. He hasn't yet decided.

3. The San Francisco Giants baseball team plays in 3Com Park, formerly Candlestick Park. The Giants are getting ready to move into a new park, though, that will sport the name of another networking company. Which one?

a. Cisco
b. Intel
c. Pacific Bell
d. Sprint

4. What's the name of the Linux operating system's penguin mascot?

a. Linus
b. Opus
c. Tux
d. Ossie

5. What year was America Online founded?

a. 1980
b. 1985
c. 1987
d. 1990

6. Who is Linus Torvalds?

a. Creator of Linux
b. Creator of Unix
c. Cartoon character
d. CEO of Novell

7. Which did IBM buy first, Lotus or Tivoli?

8. Which NBA basketball team plays in the Compaq Center?

a. Boston Celtics
b. Golden State Warriors
c. Houston Rockets
d. Chicago Bulls

9. What year was Microsoft founded?

a. 1975
b. 1978
c. 1980
d. 1981

10. Where was Microsoft based before moving to Washington?

a. Phoenix, Ariz.
b. Albuquerque, N.M.
c. Denver, Colo.
d. Cambridge, Mass.

11. The polite term for spam is UCE. What words are behind this acronym?

12. Internet start-up Akamai's name comes from a Hawaiian word meaning what?

a. Clever
b. Surfing
c. Coral
d. Mysterious

13. Which city hosts the huge CeBIT computing and network show each year?

a. Hannover, Germany
b. New York City
c. Grenoble, France
d. Venice, Italy

14. What did T. Vincent Learson, Frank T. Cary and John R. Opel have in common?

15. What's an EIR, in technology industry speak?

Answers:

1. Mozilla
2. He joined AOL as chief technology officer
3. Pacific Bell
4. Tux
5. 1985
6. Creator of Linux
7. Lotus, in 1995
8. Houston Rockets
9. 1975
10. Albuquerque, N.M.
11. Unsolicited commercial e-mail
12. Clever
13. Hannover, Germany
14. All served as CEO of IBM
15. Entrepreneur in residence

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDG publications sweep ASBPE awards

PC World takes home CPA award for Best Overall Computing Magazine

IDG WORLD UPDATE

Members of the PC World staff gather to show off their award for Best Overall Computing Magazine in this year's Computer Press Awards competition.

On the heels of winning nearly 30 regional awards from the American Society of Business Press Editors' (ASBPE), IDG publications took home an impressive 17 national awards at the recent ASBPE annual competition – including "Magazine of the Year" honors for *CIO Magazine* and five first place awards – one each for *Federal Computer Week*, *Computerworld*, *Network World*, *PC World* and *CIO*. Separately, in this year's Computer Press Awards, *PC World* was named "Best Overall Computing Magazine" beating out *PC Magazine* and *PC Computing*.

"These prestigious awards recognize the dedication and creativity of IDG's talented first-rate editors and designers," said **Kelly Conlin**, IDG president and CEO. "We are honored and gratified that ASBPE and CPA recognized IDG's excellence in technology media. On the heels of IDG's unrivaled standing in *MC*'s recent Media Issue, this is a tremendous achievement."

continued on page 2

Vortex99 trains spotlight on convergence of Internet, telephone, television

"The Internet is not a mass medium, but *the* mass medium." Thus said John McQuillan, president of McQuillan Ventures, at the second annual Vortex conference, produced by IDG Vice President Technology **Bob Metcalfe** and organized by IDG Conference Management Co.

The May invitation-only conference brought together 340 attendees, among them executives from the Internet, telephone and television industries, to discuss the convergence of those business sectors. Also invited to the Ritz-Carlton Hotel in Laguna Niguel, Calif., were government policy makers, investment analysts and the press, said **Karyn Kane Williams**, Vortex conference manager.

"The value of Vortex to attendees has, relative to competing conferences, shifted from the program, which has to be good, to schmoozing with other attendees, which is great," Metcalfe said. "For example, salespeople are not invited. The target [audience] is CEOs of Internet-telephone-television

*IDG's **Bob Metcalfe** calls Vortex "a great schmooze" for attendees.*

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IDG's ASBPE awards round-up

IDG publications took home National Awards from the American Society of Business Press Editors in the following categories (80,000+ circulation):

- Magazine of the Year: *CIO*
- First Place (Gold): Original Online News Section or Newsletter — *Federal Computer Week*
- First Place (Gold): Regular Department – *Computerworld*, "Quick Study"
- First Place (Gold): Feature Article – *Network World*, "Career Crisis"
- First Place (Gold): News Section – *PC World*
- First Place (Gold): Opening Page or Spread: *CIO*, "Double Jeopardy"
- Second Place (Silver): How-To Article – *PC World*, "The Trouble-Free PC"
- Second Place (Silver): Special Report/Special Section: *Network World*, "There's No Stopping IP"
- Second Place (Silver): Original Online Column: *Network World*, "Keeping Current"
- Second Place (Silver): Original Online News Section or Newsletter: *Computerworld*
- Second Place (Silver): Regular Column: *PC World*, "Consumer Watch"
- Third Place (Bronze): How-To Article – *CIO*, "Tales of a Web Customer"
- Third Place (Bronze): Technical Article – *CIO*, "Emerging Technology: From Sci-Fi to Security"
- Third Place (Bronze): Case History: *Computerworld*, "GE's Quality Gamble"
- Third Place (Bronze): Overall Online Publication Design: *Computerworld*
- Third Place (Bronze): Original Online News Section or Newsletter: *The Industry Standard*, "MediaGrok"
- Third Place (Bronze): Front Cover-Buyer's Guide, Special Report, Annual: *Network World*, "The Power Issue"

Awards

continued from page 1

The ASBPE competition, which received a record-breaking 1,800+ entries this year, honors a commitment to excellence by trade publication editors and graphic designers. ASBPE National Awards were presented June 21 in Chicago. Regional Awards were given out in ceremonies in New York on June 14 and in San Francisco on June 3. More information on the ASBPE Awards may be found at www.asbpe.org.

On June 22 in New York, the Computer Press Association honored the world's top computing and technology journalists at its 14th Annual Awards ceremony. In addition to *PC World* winning this year's "Best Overall Computing Magazine," other finalists included *The Industry Standard*, IDG's *"...for Dummies"* series and *InfoWorld*. This year's awards were judged in conjunction with Northwestern University's Medill School of Journalism. Judges included industry professionals, journalism professors and magazine experts from across the U.S. Founded in 1983, the Computer Press Association (CPA) was established to promote excellence in the field of computer journalism. For more information, visit www.computerpress.org. WU

IDG WORLD UPDATE

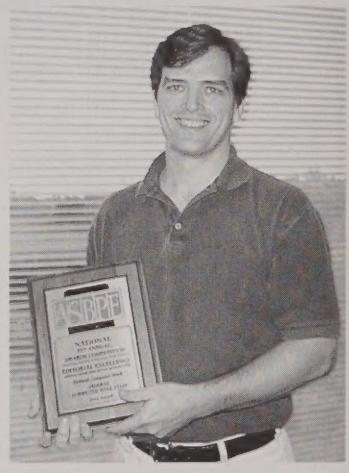
IDG WORLD UPDATE

(Top) *CIO Editor-in-chief* ***Abbie Lundberg*** *(front) displays CIO's ASBPE award for Magazine of the Year as members of CIO's editorial and design team look on.*

(Top, right) *Features Editor* ***Stefanie McCann*** *and Computerworld Reporter* ***Craig Stedman*** *won a first place ASBPE award for CW's "Quick Study" department. Absent from photo: Reporter* ***Kim Nash****.*

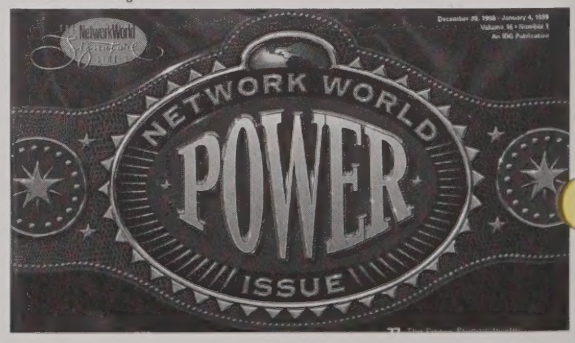
(Bottom) *Computerworld Design Director* ***Tom Monahan*** *(left), Art Director/News* ***John Brillon*** *and Art Director/News* ***David Waugh*** *(on screen) earned an ASBPE Award for Overall Online Publication Design. Absent from photo: Production Coordinator* ***Jeremy Selwyn*** *and CW Online Director* ***Johanna Ambrosio****.*

IDG WORLD UPDATE



(Right) *Managing Editor* ***Allan Holmes*** *holds Federal Computer Week's first place award for Original Online News Section.*

(Bottom) *Network World's "Power Issue" logo.*



Q and A executive

Deb Goldstein
The president of IDG List Services is this week's guest columnist.

IDG List Services at-a-glance

Established: 1988

Location: Framingham, Mass.

Employees: 15

Mission: To give the best direct response advice complete with top customer service.

Number of lists: 32 postal and 22 e-mail.

Most recent accomplishment: Being awarded the *Computerworld* list rental business — postal and e-mail.

Top challenges/goals facing the group: To combine the synergy of postal and e-mail to better serve the direct response needs of our customers.

Q I know that your group launched one of the first e-mail list rental programs back in 1995. How is it doing?

A In August 1996 we started with three e-mail lists, and now we have 22. Every IDG U.S. postal list now has an e-mail component. In the second year our revenue grew 500% and this being our third year, it has grown 100%.

Q When you launched the program, there was a lot of skepticism about renting e-mail lists. What was the concern and has this perception changed?

The headline on the front cover of the newly redesigned *DIRECT* magazine in August 1996 read, "Spam Alert." Nice. There was one quote in the article from a high ranking executive at a large list company that read, "They'll probably become accepted in the not-so-distant future but right now I don't recommend them to clients and I wouldn't touch them with a 10-foot pole." Now that we're making millions of dollars on e-mail rental, I sent her a 10-foot pole.

Clearly the controversy was around privacy issues but I was lucky enough at the time to have a partner in **Mac McCarthy** [president of Web Publishing Inc.] who worked with me when I launched this to give me the confidence to know that we had the right program. It is now the "not-so-distant" future and the use of e-mail lists is widely accepted. Many list managers now have divisions dedicated to e-mail and interactive marketing. The demand for these lists can't be met fast enough. Now the frustration is that it is accepted and there are not enough quality list products to meet the needs of marketers.

Q How are companies that rent these e-mail lists using them?

A In about all cases they are using them to drive traffic to their sites for all sorts of offers — to sell hardware, software, attend a seminar, register for a show, fill out a survey, download a demonstration or subscribe to a publication. They are getting more sophisticated in their use but it is still an adventure every time we do a mailing. There is still much to learn.

Q Is anyone else renting e-mail lists?

A There are still only about 300 permission-based e-mail lists on the market (compared with tens of thousands in the postal world) that are legitimate to rent, but IDG List Services is still very much ahead of the curve and is still the leader. Ziff has none and CMP has one that was just put on the market, but it is not reflective of any of CMP's branded publication lists. We're still the place to go with 22 uniquely branded lists.

Q How many e-mail list do you now handle? Do you only handle IDG lists or do you also work with outside companies?

A We have 22 e-mail lists, and we do have several non-IDG lists as well. But more importantly, they combine with 32 postal lists that are well managed by **Steve Tozeski** and his terrific team. Their total combined power makes IDG List Services a one-stop shop to reach the IT professional. In addition, we have an outstanding List Brokerage service headed up by **Andrew Sambrook** to help companies do list research and give direct marketing advice for their campaigns. No other list company has that kind of reach in the IT marketplace. I'm proud to say that we now work with every IDG U.S. business unit whether on the postal or e-mail side. I strongly recommend that any IDG salesperson who has a client who wants to implement a direct response program, should call Steve, Andrew or **Christine Cahill**, our e-mail list manager. They will take care of your customers.

Q Do response rates vary between e-mail lists and traditional postal lists? Why?

A Yes, they do. Although response rates on e-mail have been all over the map, they still tend to be higher than postal mail due to a more direct passage to the recipient and their ability to quickly respond. But I caution people: e-mail is not a marketing panacea. There are things it cannot do, and a total direct response approach is important. Use a medium according to its nature. Direct mail is graphic, measureable, tangible and has a long shelf life. E-mail has a low CPM, is extremely direct and gets a quick response, but at present it is text only and has no shelf life. So I advise people to choose the medium according to the goal.

Q Is e-mail list rental here to stay?

A Let's face it. The Internet has changed everything. That goes for direct response marketing as well. E-mail marketing is the future and combined with traditional direct mail, ads, TV and e-commerce, the face of media management has changed forever. The power is limitless. I do hope though, that we never lose sight of what it takes to build a relationship with a customer. Personal service is still the key.

First Bulgarian Banking IT Forum draws a crowd

IDG Bulgaria organized the first Bulgarian Banking IT Forum on May 26-27 in conjunction with the Bulgarian National Bank, Bankservice (which operates the national interbank payment system), and the State Commission on Y2K. The event was held at the Sheraton Hotel in Sofia, Bulgaria's capital.

The more than 140 attendees, most of whom were chief information officers and chief technical officers, represented 46 Bulgarian banks and others banks from the region; Macedonia alone sent 15 delegates. The 17 speakers from leading companies such as Cisco, IBM and Xerox also contributed to the event's international flavor.

The agenda focused on three major challenges: the denomination of the national currency scheduled for July 5 (1000 Bulgarian leva will then equal 1 lev); the Y2K problem, and electronic banking and the Internet. In addition to the presentations and panel discussions, the forum featured an exhibition of banking IT systems and solutions.

The forum was financed entirely by sponsors. IBM was the general sponsor, and 11 major companies, as well as local systems integrators, bought sponsorship packages. "Given the recent decline in the economy in general and the IT market in particular due to the war in Yugoslavia, the sponsors' and attendees' enormous interest in the Banking Forum made the event a clear success," said *PC World Bulgaria* Editor-in-Chief **Bistra Papazova**. The business unit achieved its twin goals of turning a profit and boosting IDG's visibility in financial circles.

IDG Bulgaria Managing Director **Tatiana Hinova** said she got the idea for organizing the high-level event after visiting CIO Communications, Inc., in Framingham, Mass., earlier this year and talking to *CIO* Publisher **Gary Beach** and Senior Vice President/Marketing **Cathy O'Leary Hayes** about the business unit's highly successful CIO Executive Programs series (see sidebar).

IDG Bulgaria plans to reprise the banking forum annually. The company has also scheduled a state administration forum for CIOs later this year and may organize an industrial forum in 2000.

The Web site for the forum, which includes the complete agenda and slides and commentary from the presenters, is at www.bsbg.net/forum/eindex.htm. For more information, contact Bistra Papazova at bistra_papazova@idg.bg. WU

CIOs take their pick of executive programs

CIO Executive Programs, a division of CIO Communications, Inc., provides educational and networking opportunities for corporate and government executives who need to expand their knowledge of technology, master the associated business and management issues and stay current on innovative products and services.

CIO organizes several types of events, including:

CIO Perspectives
CIO Perspectives brings together the nation's corporate, public and private sector business leaders to focus on pertinent business issues and management trends. The program attracts renowned management speakers and innovative business thinkers, providing a unique forum for CIOs and top management to align IT strategies with corporate goals.

Enterprise Value Retreat and Awards Ceremony
Facilitated by a major business school thought leader, the Enterprise Value Retreat leads participants through a case study designed to explore IT's payoff and demonstrate technology's enterprise value. The interactive lectures and work groups are held over a three-day period to provide insight into the correlation between technology investment and profit.

The CIO 100 Symposium
This annual program, held in conjunction with the *CIO 100* Special Issue of *CIO* magazine, recognizes leadership in the use of technology, information management and organizational development; and honors the outstanding achievements of 100 industry-leading enterprises.

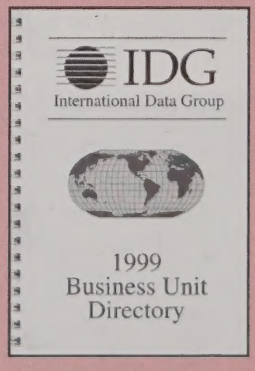
For more information on CIO Executive Programs, contact Senior VP/Executive Programs **Lynda Rosenthal** at lyndar@cio.com or go to www.cio.com/conferences/.

IDG Business Unit Directory now being updated for 2000

Attention, business unit presidents: The spiral-bound, pocket-sized *IDG Business Unit Directory* is currently being updated and will be distributed at the Worldwide Managers Meeting in September.

Please check your current copy and, if any information for your business unit, publication listing or your home address has changed, please e-mail the changes to world_update@idg.com or fax them to 617-423-0712.

The deadline for submitting changes is July 23.



Job Opportunities -July 5, 1999

Program Manager (CIO)
CIO's Technology department is seeking a dynamic and results-oriented xNet Consortium Program Manager. In this position you will be responsible for developing and executing the xNet Consortium, a membership of Internet, intranet and extranet professionals. The focus of this position will be to develop a solid membership base for the xNet Consortium, agenda and program development for the consortium meetings, and development of marketing programs to support the consortium. You will also be responsible for new program initiatives and be involved in other on-line and real-world efforts. Ideal candidates will have knowledge of the internet industry; including business challenges and new initiatives, 5+ years of related experience, and the ability to work well independently. Familiarity with the IT industry is essential. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Director, Recruitment Programs (CIO)
The Director of Recruitment Programs at CIO will be responsible for developing new revenue opportunities for CIO in the recruitment market. Primary responsibility will be to direct and build a new division of CIO Communications focused on the recruitment business for IT professionals. In this role you will build and manage a staff dedicated to selling recruitment programs and executive appointment positions both in print and on-line. You will develop plans for an annual conference dedicated to best practices in IT recruiting and act as a visible national spokesperson on recruitment issues facing CIO's. You will also work with CIO's editorial staff to produce the yearly issue of CIO Magazine which is dedicated to best practices in IT recruiting. Successful candidates will be entrepreneurial, leadership oriented, and self motivated. Candidates must have 8+ years of experience in recruitment advertising, preferably in both an agency and publishing environment. Ideal candidates will also be skilled in the development and implementation of business plans. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Sales Associate (CW)
Computerworld is seeking a Sales Associate to provide sales support for the Account Director and Field Marketing Executive in the Irvine, CA territory. Responsibilities include preparing precall information, presentations and assisting the sales team in following up on sales calls to help drive business; preparing prospecting reports; fulfilling media requests; gathering research; managing direct mail campaign efforts, and administrative responsibilities. Organizational skills are essential and attention to detail are key. The Associate is responsible for managing internal and customer files, customer correspondent, arranging travel, answering phones, managing the Lotus Notes database and keeping customer records current including our comp list, distributing faxes,mail and keeping the media room current and organized. Need someone organized, detailed, customer service oriented and willing to grow within an organization and likes to deal with customers! Experience with MS office required. *Location: Irvine, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Retail Marketing Specialist (GamePro)
GamePro, the world's largest multi-platform gaming magazine, is seeking a Retail Marketing Specialist. Must be a self-motivated, creative, and an organized individual with a flair for retail marketing. This person will be working on all marketing and creative needs for the GamePro retail store and on-line e-commerce site, acting as a liaison between the retail entity and GamePro magazine and GamePro on-line departments. Person must have 3-5 years experience in consumer marketing, computer savvy, some desktop graphic and production skills, and internet capable. Interest and knowledge of the home video game industry is a plus. Candidate must be a team player and able to adapt to multiple tasks on a tight deadline. *Location: San Francisco, CA*
Contact: F. Mao, Fax: 650-349-4300, Phone: 650-349-1598, Email: N/A

Associate Research Analyst, Storage (IDC)
The Storage Mechanism group is looking for an analyst who will be responsible for collecting, managing, and analyzing quarterly data, contributing to the storage newsletter, writing tactical research pieces, and supporting client inquiry for the hard disk drive market. Candidates should feel comfortable in an environment which involves multitasking. Important attributes for this position include responsiveness to customers, excellent oral and written communication skills, and solid knowledge of spreadsheets. Knowledge of the data storage, PC, or server industry a plus. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Director, Interactive Products Architecture (IDC)
Reporting to the Vice President of Interactive Products and Services, this individual is responsible developing and implementing IDC's interactive product architecture. Strong focus on designing our next generation architecture in the areas of content management, client access and authentication, and integration of a diverse set of product deliverables. Work in a consultative and collaborative capacity with business unit management at the SVP level. You will also assist in coordinating the activities of development staff assigned to various business units. Requires exceptional project management and communication skills. Prior skills/experiences should include: product management, product development/design, consultative roles, cross functional management responsibilities, team building/ leadership, and web products/technologies. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Web Development /Administrator (IDC)
This Web Developer / Administrator is responsible for the day-to-day maintenance of computer systems in support of our international Internet presence and web projects involving remote web editors and European Web Master. Includes support for the following Microsoft BackOffice products: NT Server, Site Server, IIS, ASP, and FrontPage. Candidate must be an accomplished HTML page editor, have a working knowledge of TCP/IP networking, be familiar with current remote access technologies and have demonstrable customer support skills. Experience with any of the following a plus: SQL Server, Lotus Notes, E-commerce, UNIX, and Foreign Languages. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Manager, Client Services (IDC)
IDC Interactive Products and Services provides electronic delivery of IDC research and data through the Internet, Intranet and Lotus Notes. In this position you will: manage an exceptional and growing team of specialists in technical support and quality assurance; develop policies and procedures to ensure the highest levels of client satisfaction; develop and manage to appropriate client service metrics; and structure an organization for scalability and growth. 5+ years of experience in technical support is required. Experience in supporting Internet-based products preferred. Experience in an implementing or managing an outsourced Level-1 support function is desirable. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Analyst, Commercial Systems & Servers, IDC Asia/Pacific (IDC Asia/Pacific)
IDC Asia/Pacific is seeking a Senior Market Research Analyst to cover the Commercial Systems & Servers program. Responsibilities include: Account management for IDC Asia/Pacific's major Singapore-based server accounts, construction and maintenance of various information resources covering the server and workstation markets, coordinating the regional data collection process with 6 ASEAN country analysts, assisting in the development and production of reports, bulletins, and other forms of market analysis and establishing/maintaining vendor and channel partner relationships within the Asia/Pacific region. Requires a degree/diploma in Business, Computer Science/Technology or its equivalent, knowledge of server market and related technologies, database skills and the ability to speak and write excellent English. Three - four years experience in IT/ Market Research or associated field is preferable. *Location: Singapore*
Contact: D. Philbin, Fax: +65-335-0778, Phone: +65-220-6116, Email: Dennis Philbin/singapore/APAC/IDC

Accounts Payable Supervisor (IDG)
This hands-on supervisor will coordinate the workflow of our Corporate A/P group by maintaining the master vendor files, overseeing EFT payments and processing transactions into the fixed asset system. Strong supervisory experience, organizational skills and expertise working with A/P systems required. Bachelor's degree or equivalent required. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: N/A, Email: tgjob@idg.com

Associate Credit Analyst (IDG)
This entry level position in our Corporate Credit department is responsible for maximizing cash flow for assigned business units through timely collections. This is achieved through telephone contact, written correspondence, personal visits, initiating problem solving actions, and monitoring payment records. Responsibilities also include coordinating flow of paperwork and reviewing customer statements. We are looking for a customer focused individual with strong organizational, communication and problem solving skills. Bachelor's degree or equivalent required. 1-2 years experience in a credit/collection environment preferred. Some travel is required. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: N/A, Email: ecjobs@idg.com

Applications Support Specialist (IDG)
IDG's Business Support Group is looking for a highly motivated and customer-focused information system professional with a strong business and accounting background. This individual will provide support for accounting and financial systems including; order entry, billing, accounts payable, general ledger, accounts receivable and fixed assets. In this position you will assist and train clients in the use of these applications. You will also be involved in the installation, implementation, and upgrades of all financial software applications. Candidates must have strong application software and PC knowledge in windows, MS Suite, and Lotus Notes, exhibit excellent customer service and communications skills, be comfortable meeting deadlines and demonstrate ability to handle multiple priorities. A business degree with accounting or business analysis background required. *Location: Framingham*
Contact: E. Cormier, Fax: 508-935-4600, Phone: N/A, Email: ecjobs@idg.com

Custom Development Editor (IDG/B)
This position supports the IDG/B Brand Development team with planning, development, and input of custom book product and other custom products. This position serves as the central contact regarding custom product information and management.
Location: Indianapolis, IN
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Training/QA Development Editor (IDG/B)
This position supports the IDG/B Brand development team with the ongoing development and maintenance of its branded editorial training programs. Brand development management will perform the presentation of the training session, but the Training/QA Development Editor will assist in preparing for training sessions and will serve as back-up presenter. This position is also responsible for creating and managing a quality assurance program that evaluates both in-process and completed brand products.
Location: Indianapolis, IN
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Sr. Accountant (IDG/B)
This position will review orders on hold, research reasons for hold and release orders from hold when appropriate, notify account reps & customers of non-release of orders on hold, and contact inactive accounts regarding reactivation. In addition, this position will also promote and maintain excellent inside and outside customer relationships. Responsible for publisher trade group reporting (bi-monthly flash & monthly clearances), credit limit approvals and increases up to specified limit Audit new account approval letters, and system maintenance of customer information changes. There will be cross training with New Account Supervisor & New Account Assistant. Will provide general support to New Account Supervisor & New Account Manager as well as monitor Internet for information on existing accounts and keep New Account Manager & New Account Supervisor advised. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Advertising Coordinator (IDG/B)
This is an excellent opportunity to learn the "ins" of advertising from within a publishing house. This position is hands on: you will research advertising opportunities, book media space, arrange for the delivery of all ads, ensure that all ads "fit" with the look and feel of the venue, help with the production of ads, negotiate ad rates, coordinate the payment of ad bills and arrange for the delivery of all ads. Previous ad agency experience is valuable in addition to excellent communication skills. At least two years exp. In marketing, advertising, creative services or sales is a plus as well as experience with brand adherence and developing strategic marketing plans.
Location: Foster City, CA
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Corporate Events Specialist (IDG/B)
Manages all aspects of corporate in-house events. Site selection, logistics management, budgets and much more. Ideal candidate will be highly motivated, extremely detail-oriented, possess excellent problem-solving and analytical skills with an ability to thrive in a fast paced and challenging environment. Will require moderate travel. Two to three years related experience required. Project and/or program management experience helpful. Excellent verbal and written communication skills. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Page Layout Technician (IDG/B)
The qualified candidate will use Macintosh hardware and software to produce new title pages by merging text and graphics per defined samples and templates in a team work group environment. Must be able to process efficiently, creatively and timely non-new title projects for various internal department or third party sources using layout, illustration, manipulation and productivity enhancing hardware and software at the instruction of the Special Projects coordinator. Will also be responsible for maintaining a balance between special projects and new title layout to produce required results. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Production Assistant (IDG/B)
This position will provide administrative support to the production staff. Must have excellent communication skills, and extensive knowledge of office products. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Production Coordinator (interior) (IDG/B)
We are seeking an individual to act as a liaison between Editorial and Production on issues of schedule, process, proofreading, indexing, art and page reviews. This person will also coordinate and track the production process at the title level based on the schedule provided by the manager, assure all elements are ready for production, and complete, maintain, and update tracking grids. The Production Coordinator will coordinate, track, and oversee the work sent to freelancers and work closely with pre-production and graphics staff to meet deadlines. Must have a working knowledge of Mac OS, QuarkXPress, PhotoShop FileMaker, and Excel and be able to handle multiple projects in a timely manner. At least 2 years experience in publishing, preferably book publishing is required. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Production Supervisor (IDG/B)
The candidate must have proven supervisory experience (at least one year) in overseeing the day to day operation of page layout and graphics technicians as well as staff in quality control. Additionally, the abilities to motivate a team, work well under deadline pressures and to problem solve effectively will be examined. This position demands the management of multiple tasks simultaneously as well as a thorough knowledge of Quark, PhotoShop and Illustrator. Excellent communication skills are necessary and book experience is a plus. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Sr. Production Coordinator (IDG/B)
The qualified candidate will oversee daily interior production coordination, plan and implement the master production schedule to achieve on-time shipments of titles to vendors, and coordinate and track the production process at the title level based on the schedule provided by the manager. This person will also manage the production coordinators (interior) in the following areas: Personnel issues, schedule, quality and productivity. This individual must be able to work in a fast-paced changing environment and still maintain production schedule and deadlines. In addition, this position will act as a liaison with internal departments, freelancers, and external vendors. Must have a working knowledge of Mac OS, QuarkXPress, PhotoShop, FileMaker, and Excel and at least 2 years experience in publishing, preferably book publishing. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Manager of Directories (IS)
The Manager of Directories will be the product manager responsible for the business planning and execution of directory products both in print and on-line. The individual will oversee a continually updated database of Internet business to business services, such as financial services, recruitment, legal services and interactive advertising and marketing. This database will feed several integrated lines of revenue-producing products: A print directory, an on-line directory, and magazine directories. The ideal candidate would have already successfully created and sold directories, and have managed both people and P&L responsibilities for the success of the project. This position will report directly to the Publisher. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Production Coordinator (IS)
The Production Coordinator will be responsible for overseeing the page production process of the magazine, assuring that pages get to production on time. This person will also manage and maintain Quark Publishing System. Duties will include but are not limited to: Coordinating initial page maps with the deputy managing editor, the design director and the production manager; traffic/track stories and pages through the edit process, communicating and shipping final compressed files (ftps) to Mac Publishing; create and maintain the schedules, visual page maps and production calendars; Keep the Managing Editor and Design Director apprised of production status; act as a liaison between the editorial, art and production departments. Manage all aspects of Quark Publishing System, including training, maintenance, troubleshooting, and communication with technical support. Manage and maintain magazine archive. The ideal candidate will have three to four years of magazine-production experience, preferably for a daily or weekly publication. The individual will also have good communication and organizational skills and the ability to work well under pressure. Proficiency with Quark is required. Experience with QPS is preferred. *Location: San Francisco, CA*
Contact: N. Chiala, Fax: 415-733-5403, Phone: 415-733-5470, Email: nicolec@thestandard.com

Mailroom Assistant (NW)
Network World has an opportunity available for a customer-focused individual to work as an assistant in our growing mailroom. Responsibilities include sorting and distributing mail, courier packages such as FedEx, Airborne and UPS, as well as handling shipping and receiving, processing warehouse requests, maintaining inventory database, and assisting with general maintenance and other duties as assigned. Candidates must be very organized, have a strong customer focus, be detail-oriented, possess excellent communications skills, and have the ability to juggle multiple tasks. Experience in mailroom, shipping/receiving environment is desired. Valid MA Driver's license and ability to lift 80+lbs. required. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Event Production Manager (NW)
Network World is seeking an Event Production Manager to join its expanding Professional Development Group, to produce and oversee all aspects of face-to-face events. This individual will report to the General Manager of Seminars and Events and will oversee presentation development, edit and produce presentation materials, oversee banner/signage creation, workbook, CD and evaluation production, and onsite event management. Individual will interface with logistics, marketing and sales. Qualified candidates must have a well rounded conference or seminar development background with a demonstrated ability to effectively communicate with vendor customers. Individual must have a proven track record overseeing a wide variety of production details with internal and external resources. Working knowledge of networking and IT is preferred in order to help shape the content of these events. Exposure or experience researching and selecting vendors preferred. Prior management and logistics experience a plus.
Location: Framingham, MA Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Features Reporter (NW)
Network World is looking for an experienced feature reporter to assume a key role in its features department. The feature reporter will be responsible for producing a range of high-profile stories, including long-term investigative pieces, in-depth looks at emerging networking technologies, general interest features, case studies and analysis of major news events. The position requires exceptional writing skills plus a broad knowledge of networking technologies and issues. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Administrative Assistant (PCW)
This Administrative Assistant will provide administrative support for PC World's Editorial Department. The heavy clerical and administrative duties include phones, word processing, client contacts, filing, scheduling, and photocopying. Qualified candidates must have a professional phone manner, be highly organized, and be able to prioritize and juggle multiple tasks in a fast-paced environment. Proficiency in Windows, Word for Windows, Excel, PowerPoint and Lotus Notes preferred. Minimum of 1-year clerical experience required. *Location: San Francisco, CA*
Contact: L. Grubbs, Fax: 415-442-1891, Phone: 415-978-3275, Email: linda_grubbs@pcworld.com

Circulation Promotion Coordinator (PCW)
The PC World Circulation team is looking for an energetic, quick-learning individual to take over the day-to-day responsibilities of direct mail and insert promotion marketing. Responsibilities include list planning and ordering; managing the merge-purge process; overseeing the production of mailing pieces; working with copywriters and designers to create new packages; preparing print orders for monthly insert cards; assisting with budgeting, expense tracking, invoice coding, response analysis, and strategic planning. The ideal candidate will have a minimum of two years experience in direct marketing and/or magazine circulation. Other qualifications include excellent written and verbal communication skills, strong analytical and computer skills, and an eye for detail. Excel and Word skills essential. Database experience helpful. *Location: San Francisco, CA*
Contact: S. Weisbach, Fax: 415-442-1891, Phone: 415-978-3307, Email: NA

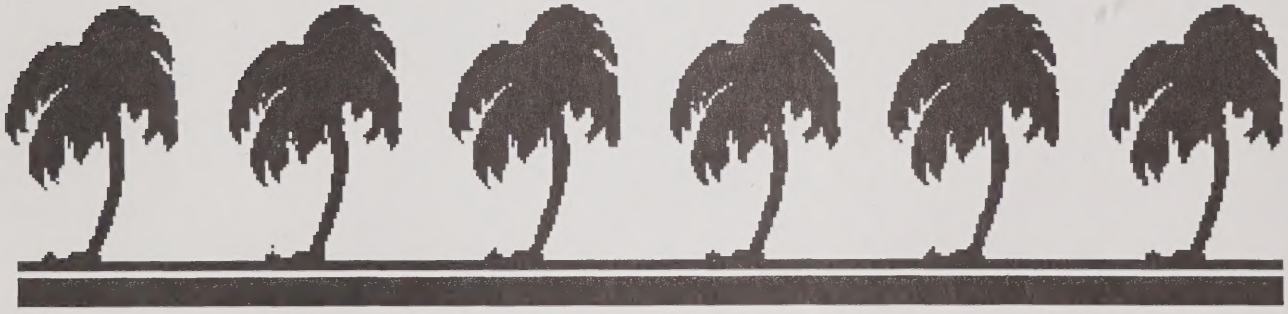
Manager, Single Copy Sales (PCW)
We are looking for a polished professional to assist the Director, Single Copy Sales in all aspects of newsstand circulation for PC WORLD and PUBLISH magazines. Managing the newsstand business includes distribution, promotions, financial analysis, budgeting, accounting, correspondence, research, and contact with distributors and retailers. We are seeking a creative, efficient, organized professional with excellent written/verbal communication skills. Qualified candidates will have 3 to 5 years experience in publishing, preferably in magazine circulation, and ideally in newsstand. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. BA/BS or equivalent experience preferred. Marketing and/or promotions experience a plus. *Location: San Francisco, CA*
Contact: C. Stephenson, Fax: 415-442-1891, Phone: 415-978-3166, Email: cheryl_stephenson@pcworld.com

Senior Editor, Reviews (PCW)
PC World is looking for a senior editor for its product reviews team. The ideal candidate will have at least 6 years experience in magazine editing; will have spent a minimum of 3 years managing editorial teams; and will be able to turn raw manuscripts into polished copy in short order. He or she will also have a thorough knowledge of the computer industry and personal computer products. Responsibilities include managing editorial workflow and a staff of editors; guiding and developing story ideas; rewriting manuscripts, and enhancing PC World's reputation for critical, award-winning writing. *Location: San Francisco, CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Account Executive (WebIDG)
WebIDG, an exciting new IDG Internet company is currently seeking an Account Executive for its gaming division (Gameproworld.com). Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. Responsibilities include administering RFP's, developing relationships with existing and prospective clients, sales call follow up and presentation preparation. Will work with the Trafficking Coordinator to ensure the timely and accurate posting of all online campaigns. Must be a talented online sales professional with at least 2 years proven experience in an ad agency, sales, web publishing or media environment. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Also, video or PC game interest or knowledge of the industry is a plus. *Location: San Francisco, CA*
Contact: K. Hobbie, Fax: 415-975-2618, Phone: 415-978-2228, Email: khobbie@gamepro.com

IDG EMPLOYEE REFERRAL BONUS

SUMMER SIZZLER '99



HOT DAYS... COLD CASH !

- *FROM JULY THROUGH SEPTEMBER THE IDG EMPLOYEE REFERRAL BONUS HAS BEEN INCREASED TO $1,000 PER HIRE!*
- *REFERRAL MUST RESULT IN A REGULAR FULL TIME OR PART-TIME HIRE WITHIN PARTICIPATING DIVISIONS*
- *$500 FOR CASUAL PART-TIME REFERRALS WORKING A MINIMUM OF 20 HOURS*
- *PLEASE SEE YOUR HR REPRESENTATIVE FOR DETAILS!*

Vortex

continued from page 1

DANIELA PETROVA

*(Left, clockwise): Bulgarian National Bank (BNB) Deputy Governor and Chairman of the Monetary Board Martin Zaimov delivered the keynote speech; the audience; IDG Bulgaria Managing Director **Tatiana Hinova** and BNB Deputy Governor and CIO Valentin Tsvetanov at the cocktail reception; panel discussion.*

convergence companies, with emphasis from there down on chief technology officers over marketing executives."

According to Williams, in a preliminary survey 90% of the respondents said they considered Vortex the premier conference on the convergence of those three industries.

Metcalfe opened the conference with a call for building bridges between the three industries and then outlined some issues he hoped would be explored during Vortex99. These included the following:

- Deployment of broadband facilities, particularly to the home.
- The evolution of Internet service providers and co-opetition among them.
- Quality of service.
- When the Internet stock bubble will burst.

"The deployment of residential, always-on broadband Internet access is the next major step in Internet-telephone-television convergence," Metcalfe stated. "AT&T and other suppliers of cable television modems are leading the way over telephone companies deploying digital subscriber lines."

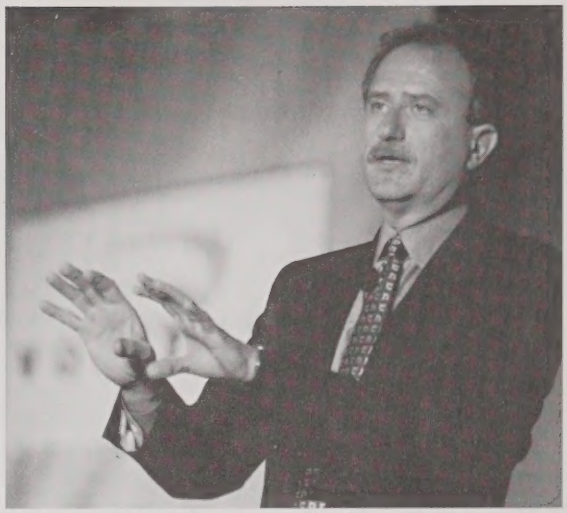
This year's Vortex featured approximately 45 speakers and panelists, ranging from America OnLine Chief Technology Officer Marc Andreessen to Justin Yaros, CIO at 20th Century Fox.

"This year we introduced tag-team panels, where panels had no speeches and were moderated by two people, a subject-matter expert and me," Metcalfe said. "They went over very well — we kept the pace up and got to the heart of issues the audience was interested in, as opposed to the canned presentations that can be so deadly at conferences.

"Next year," he continued, "as requested by our attendees, we'll try to bring even more television into the conference and focus on convergence devices — PCs, TVs, phones and appliances."

Williams said Vortex99 was "overwhelmingly successful. We had an increase in attendees and expect to have more next year."

Next year's Vortex will be held May 23-27 at the Ritz-Carlton Laguna Niguel. For more information, contact Karyn Kane Williams at karyn_williams@idgconferences.com or go to www.vortex99.com. WU



US West CEO Sol Trujillo braved the post-dinner slot to discuss his firm's recently announced plans to merge with Global Crossing. Why is this 100-year-old RBOC marrying up with a three-year-old start-up? Because the market is changing faster than any one company can handle and telecom firms need to find the right partners to compete in a global, data-centric services arena, or, as Trujillo said, "Shift happens."

Demo brand extends to DemoMobile 99

IDG Conference Management Co. (CMC) recently extended its 10-year old Demo conferences into the mobile marketplace with a new show called DemoMobile 99.

"Our Demo conferences bring together the most creative minds in the industry to demonstrate and test drive the products that are shaping the future," said **Lia Lorenzano**, CMC president. " Attendees love it because they're face to face with the people who shape this industry, and they get a chance to hold tomorrow in their hands."

DemoMobile 99 attracted a wide mix of mobile technology users and creators, as well as venture capitalists and the press, to see such new products as IBM's latest WorkPad, start-up AirFlash's information service for PCS digital cell phones and new 'Bluetooth' wireless technology from Toshiba spinoff Spanworks.

DemoMobile attendee Forrest Jerome of Colgate-Palmolive said, "Mobile technology and issues surrounding mobile technology are paramount. Concentrating the Demo concept on the mobile space is a natural development that really appeals to me."

"The Demo Conferences are intently focused on products that shape the industry," said CMC Vice President **Chris Shipley**. "This is where the talk turns to action and the real winners are those who can show they can turn ideas into successful products."

Coming next for CMC's Demo group, is DemoEurope99, which bridges North American and European technology markets. It will be held in Barcelona, Spain, Oct. 6-8.

For more information, see the Demo Web site at www.demo.com.

noteworthy people

King

Hoffman

Hartikainen

Andersen

Promotions

CIO Copy Editor **Steve King** has been promoted to assistant managing editor, production. "Steve has been with us for just over a year, and in that short time he has become a valuable member of the editorial team," said *CIO* Managing Editor, Production **Cheryl Asselin**. "He is detail-oriented yet can see the whole picture on any given issue. He is consistent and accurate while copy editing, but he knows when it's appropriate to bend the rules a bit. In addition to his superb copy editing skills, Steve works well with his fellow copy teammates, his editors and his designers. He is a true team player, offering help whenever he can."

IDC has promoted **Christopher Hoffman** from program manager to director, U.S./Worldwide Software Services Research in IDC's Services Industry Research Group. "Since joining IDC in 1996, Chris has built one of the most successful research programs in the Services Group, more than doubling Software Support and Integration Services revenues and growing profits by a factor of five," said **Traci Gere**, vice president, Services Industry Research. "Chris brings ample business development and leadership skills, as well as marketing savvy to the 'great game' of the market research business. In short, he combines the key characteristics of a successful IDC manager — the ability to coordinate a team of people generating leading market insights and the ability to take these insights to market profitably."

New employees

Mia Hartikainen has been hired by IDC Nordic in Helsinki, Finland. She was previously a freelance translator with Qwentes, a Brussels-based communications agency. She earned an M.A. in political science and international relations from Helsinki University and enjoys jogging, squash, skiing and traveling.

Also new at IDC Nordic in Finland is **Christina Steensboe** who takes on the role of research analyst in the European Software Expertise Center. Previously a market analyst at Krüger A/S, she holds an M.A. in international business and modern languages from Odense University. Outside the office she reads French classics, goes to non-Hollywood films and Formula One car races.

After taking a few years off from her position as an analyst with GiroBank in Denmark to travel with her husband and have a child, **Birgitte Andersen** has joined IDC Nordic in Helsinki as a research analyst. She earned an M.S. in business administration from the Copenhagen Business School and enjoys spending time with her family.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

16

Seppi Heber *IDG Australia*

11

Mária Mártek *IDG Hungary*
Caroline Craig *InfoWorld*

10

Carol Benioff *InfoWorld*

8

Jaroslav Hrouda *IDG Czech Republic*
Eva Marikova *IDG Czech Republic*
Angelique Förster *IDG Germany*
Enrico Lotti *IDG Italy*
Ornella Fusina *IDG Italy*

7

David Francis *Laurentian Technomedia*
Solomon Emanuel *Computerworld Singapore*

5

Károly Pokuta *IDG Hungary*
Kathy Welton *IDG Books*
Cornelia King *IDG Books*
Peter Coen *Computerworld*
Elaine Offenbach *Computerworld*
Renate Regnet-Seebode *IDG Germany*
Meera Srinivas *InfoWorld*

4

Jocelyn Chen *IDG Taiwan*
Marie Vildova *IDG Czech Republic*
Bill Binan *IDG.net*
Dan Rowley *IDG Books*
Theresa Nasta Somerson *IDG Books*
Cheryl Giangregorio *Computerworld*
Nancy Dillon *Computerworld*
Karen Blythe *IDG Global Solutions*
Rhonda Miller *InfoWorld*
Yun Wang *InfoWorld*

3

Catherine Schmitz *IDG Books*
Karen Carswell *Laurentian Technomedia*
May Loo *IDG World Expo (Asia)*
Paolo Galvani *IDG Italy*
Mauricio Fogaça *IDG Brazil*
Lucia Helena Correa *IDG Brazil*
Brooke Wheeler *Mac Publishing*
Maggie Biggs *InfoWorld*

2

Cathy Lee *IDG Taiwan*
Jan Lipsansky *IDG Czech Republic*
Volker Heistermann *IDG Global Solutions*
Ricky Tong *IDG Hong Kong*
Joanne Lee *IDG Hong Kong*
Beth Knotts *IDG Books*
Andrea Farias *IDG Brazil*

1

Kay Sun *IDG Taiwan*
Jason Krause *The Industry Standard*
Philip Goodson *IDG Books*
Sandy Rodrigues *IDG Books*
Royanna Stidham *IDG Books*
Billie Williams *IDG Books*
Sujay Bhattacharya *IDC Singapore*
Madeleine Fleisig *IDG Austria*
Eliete Verissimo *IDG Brazil*
Michael Penwarden *Mac Publishing*
Coretta Wright *Mac Publishing*
Traci Keller *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG employees raise money, awareness in battle against AIDS

IDG employees on both coasts participated in fundraisers last month to raise money in the fight against AIDS. In Boston, 23 employees participated in the 14th annual AIDS Walk, a 6.2-mile trek through the streets of downtown Boston. IDG participants, decked out in yellow "IDG Walks for AIDS" t-shirts, raised more than $10,000 to benefit the AIDS Action Committee, which supports numerous local AIDS organizations.

"It was a beautiful June day and the pleasure of this year was that many of us were able to not get lost in the crowd and walked together with people from different business units who we got to know along the way," said **Deb Goldstein**, president of IDG List Services and a co-chair of the IDG team. "An added bonus was that several people walked with their children who learned by example how important it is to get out and do your part for something you believe in," Goldstein noted.

"I'd like to send a special thanks to **Amy Sanderson** and **Sandy Weill** who served as co-chairs and all the team captains. And a special thanks to IDG for once again supporting this essential cause with its time, money and spirit," Goldstein added.

Sarah Manchester, Deb Goldstein, Pat Josefek, Nancy Koral, Sandy Gittlen, Maureen Roberti *and her son Michael,* ***Julie Benson, Erica Driscoll, Amy Sanderson, Lisa Bello, Amy McCabe,*** *Jeremy Bonner and* ***Michelle Obrda*** *pause along the route.*

In all, more than 20,000 people participated in the event and raised more than $2 million dollars for the AIDS Action Committee.

IDG prize winners were:
Grand prize: **Sally Reinfeld**, IDG
First prize: **Maureen Roberti**, *Computerworld*
Second prize: **Rebecca Segal**, IDC
Third prize: **Sandy Weill**, *Network World*

Family and friends are on hand to celebrate ***Annika Alford's*** *(on bicycle) achievement at the end of her 570-mile journey.*

Honorable mentions:
Erica Driscoll, IDG Global Solutions
Amy McCabe, *CIO*
Jennifer Almeida, IDG World Expo
Allison Stamm, IDG Research
Amy Sanderson, *CIO*
Michelle Obrda, IDC
Ellen Freidman, IDC
Heidi Brunelle, *Network World*

Other IDG participants included: **Sarah Manchester**, IDC; **Pat Josefek**, *Network World*, **Nancy Koral**, IDG Research, **Julie Benson**, IDG World Expo; **Lisa Bello**, *CIO*; **Jeremy Draper**, *CIO*; **Monica Brunaccini**, *Network World*; **Michelle Byda-Attahir**, IDC; **Steve Garone**, IDC and **Lisa Smith**, *Network World*.

Meanwhile, on the other side of the country, five intrepid IDGers undertook the seven-day, 570-mile California AIDS ride. A total of 2,952 riders raised $11.1 million – the most ever raised by any single AIDS Ride fundraiser.

IDG participants included **Mark Green**, *PC World*; **Sean Murphy**, *PCW*; **Michele Samuels**, *PCW*; **Nick Harvey**, Mac Publishing; and **Annika Alford**, IDC.

"It was a true 'life experience,' and not one easily forgotten," noted Alford. "For one week, everyone around you was optimistic, practicing kindness, collectively struggling with a challenge and a common goal, sharing personal stories, and, most important, celebrating life." WU

Need to raise awareness spurs involvement

Many experts fear that we have entered into one of the most dangerous phases of the AIDS epidemic: complacency.

While AIDS treatments have allowed many to live longer, studies show that the new combination drug therapies, which have prolonged the lives of many AIDS patients, become ineffective within two to three years in approximately 50% of those taking the drugs, noted PC World's **Mark Green**, a participant in this year's California AIDS Ride.

"Though our accomplishment in riding 570 miles may seem impressive, we didn't just do it for the heck of it," noted Green. "We rode to make a difference. We rode to raise awareness. People need to know the facts about AIDS and know how vital it is to continue the fight."

Among some of the facts Green shared:

- AIDS recently surpassed tuberculosis as the leading world killer by an infectious disease.
- To date, nearly 12 million men, women and children worldwide have died from AIDS.
- An estimated 30 million people are living with HIV.
- More than 1 in 300 Americans are believed to be HIV positive, and most do not have access to treatment.
- The treatment costs more than $20,000 per year per person; most people have no access to even close to this level of care.

"Thus, it is more vital than ever to support organizations that care for and treat people living with HIV—and it is why we chose to do the AIDS Ride," said Green.

celebrating 10!

Name
Miriam R. Karlin

Home
Worcester, Mass.

Joined IDG
January 1989 as legal administrator.

Current title
Manager, Legal Affairs. I manage the legal department, which has responsibility for maintenance of approximately 50 U.S. corporate subsidiaries, 3,000 worldwide trademarks and 1,500 domain names. I also work with in-house counsel and outside counsel regarding mergers, acquisitions, litigation and contracts.

Most challenging part of your job
Juggling many different issues at the same time without missing a deadline. In the legal department, deadlines are the key!

Best part of your job
I have a great staff and a fantastic manager!!

I joined IDG because...
The job description sounded like a challenge, the company had a good reputation and my husband told me the Christmas parties were fantastic (he had attended as a guest).

What's kept you at IDG for 10 years?
New challenges all the time and a great company to work for!

Interests outside the office
My husband and two daughters, our cottage in Maine, golf, puttering around the house and garden and volunteer work for school, synagogue and community.

Family
My husband, Stanley, and daughters Eve, 12, and Jamie, 9.

Most rewarding thing you've ever done?
Got married and had two beautiful daughters.

Of what accomplishment at work are you most proud?
1. Creating the IDG worldwide trademark and domain name database and then launching it on IDG Central.
2. Creating the IDG trademark guidelines.

Favorite Web site
MSNBC

Dream destination
Cruising the Greek Islands.

*IDG Chairman **Pat McGovern** escorts **Miriam Karlin** to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

Fantasy job
Owning an antique store.

As a kid, what did you want to be when you grew up?
A teacher

First job
Spent three months as a waitress before landing a paralegal job in a Boston law firm.

Your idea of a perfect day alone?
Being in my house alone without any interruptions!

Favorite vacation spot?
Maine (as often as I can!)

If you won the lottery tomorrow, you would
Buy a bigger house in Maine

If I could do one thing over
In college, I would major in business rather than political science (although more than 20 years later, it doesn't really matter).

Retirement dreams?
Travel and, who knows, maybe open that antique store?

Manager's profile
"Miriam is truly an asset to IDG. Her knowledge of trademarks and domain names is first class, and her dedication to IDG is inspirational. With the ever-increasing role of the Internet, our trademark and domain name filings have grown dramatically, creating a tremendous amount of new work for the legal department. Miriam has met the challenges as a true professional, dedicated to her job and never missing a deadline. IDG is very fortunate to have someone of Miriam's experience, knowledge and dedication as part of its family."

— Kevin Krull, vice president, Legal Affairs

and finally...

IDC plans Solutions Integrator Forum

IDC's Solutions Integrator Forum will take place Aug. 5-6 at the San Diego Hilton Resort in California.

The forum is intended to address issues of concern to CEOs, COOs, presidents, vice presidents and other executives responsible for their organization's services strategy.

IDG employees may attend at the IDC client rate ($1,095), a $200 savings, and may extend the same rate to their clients.

For more information contact **Liz Gagliardi** at lgagliardi@idgc.com or visit the IDC conference Web site: www.idc.com/events/sif.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

11th annual Computerworld Smithsonian Awards honor visionary use of IT

Enter a drawing to win a digital camera! Details on page 8.

Enter the 16th annual Employee Photo Calendar contest and see your work displayed in the first calendar of the new century! Details on page 7.

Winners of the 1999 Computerworld Smithsonian Awards were announced last month at a gala event at the historic National Building Museum in Washington, D.C. This year's award winners include: Federal Express, MaMaMedia, Inc., the National Weather Service, MasterCard, Lucent Technologies, Georg Lingenbrink GmbH & Co., Starbright Foundation, Pfizer, CTI Inc. and Continental Airlines.

Established by IDG Chairman **Pat McGovern** in 1988 as a way to honor and document the ongoing information technology revolution, The Computerworld Smithsonian Program aims to identify the people and institutions whose visionary use of information technology has contributed significantly to the improvement of society.

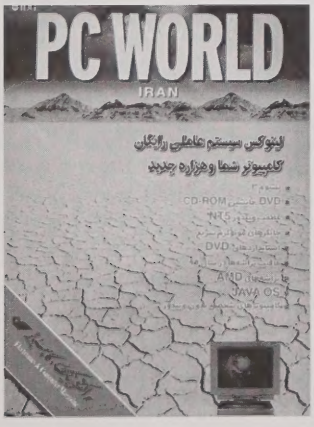
"These awards honor the innovators whose ideas and actions are opening new frontiers in the use of technology," said McGovern. "As we enter the new millennium, these are the individuals whose insight, inspiration, leadership and achievement represent the face of innovation in our society, and I salute them."

*Computerworld Editor-in-Chief **Paul Gillin** was among several presenters during the 11th annual Computerworld Smithsonian Awards last month.*

Awards are presented in each of 10 categories including business, medicine, education and the arts. This year's winners were selected from a field of 472 nominees, each of whom was nomi-

continued on page 2

IDG becomes first IT publisher to sign licensing agreement in Iran



Iranians not only welcomed in their New Year on March 20 but also the launch of *PC World Iran*.

In late December IDG signed a licensing agreement with Iran's Group of Scientific and Research Publications (GSRP), giving the publishing company the rights to use *PC World* content in its *Electronics and Computers* magazine. GSRP began folding *PCW* content into *Electronics and Computers*' March 1999 issue and will later launch a stand-alone *PC World Iran*.

Launched in 1991, the bimonthly magazine is the leading Iranian IT publication and has a circulation of 7,700 per issue, higher than any of its rivals', according to GSRP International Relations Secretary **Manijeh Zareian**. As is often the case with smaller market publications, *Electronics and Computers* provides something for everyone in its coverage of hardware, software, programming, IT news, tips and tricks. Its target audience covers many bases as well, reaching students, network supervisors, computer engineers and government computer managers.

Zareian said 88% of the installed base of 300,000 computers in Iran were PCs, with almost all of them running Microsoft Windows.

The back section of the March 1999 issue of *Electronics and Computers* features 24 pages of *PC World Iran* material on white paper, distinguishing it from the rest of the magazine, which is printed

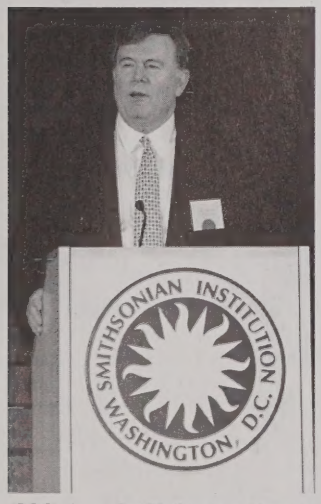
continued on page 7

CW Smithsonian Awards

continued from page 1

*Computerworld Executive Editor **Maryfran Johnson** presents one of this year's laureate's with his award.*

Some 700 industry leaders, past winners and laureates were on hand to honor this year's winners in the 11th annual Computerworld Smithsonian Awards program. The formal dinner was held at the National Building Museum.



*IDG Chairman **Pat McGovern** addresses the laureates at an outdoor ceremony held on the National Mall in Washington, D.C.*

nated by one of the 100 members of the Chairman's Committee, composed of CEOs from leading IT companies and chaired by McGovern.

All laureates are invited to a ceremony held in April on the National Mall in Washington, where the case studies documenting their achievements are formally submitted to the permanent research collection of The Smithsonian's National Museum of American History. Laureates are each presented with a pewter medal bearing the Computerworld Smithsonian Program motto, "A Search for New Heroes."

From this group, the judges select one winner in each category. Last month, some 700 industry leaders, past award winners, and honored laureates were on hand to recognize the achievements of this year's award winners at a formal dinner held at the historic National Building Museum.

More information on the program and the close to 3,000 case studies recognized over the years is available online at the Computerworld Smithsonian Innovation Network site, http://innovate.si.edu. WU

*IDG President and CEO **Kelly Conlin** and Computerworld President and CEO **Michela O'Connor Abrams** (right) were among the IDG representatives on hand at last month's awards dinner.*

Guests were encouraged to compete with one another to see which table could build the tallest and zaniest sculpture from the assortment of wooden pieces, colorful paper, plastic straws, springs, wire mesh, rubber bands and pinwheels piled in the center of each table.

Leadership, Pioneer awards honor individual achievement

The Computerworld Smithsonian Information Technology Leadership Awards recognize leaders of the information technology revolution. Honorees exemplify exceptional, groundbreaking achievement in the areas of Lifetime Achievement, Innovation, Global Integration, Breakthrough Science and Leadership in Education.

Leadership awards were presented to Irwin Jacobs of Qualcomm, Bill Joy of Sun Microsystems and Andreas Bechtolsheim of Cisco Systems, John Chambers of Cisco Systems, John Gage of Sun Microsystems and Michael Dell of Dell Computer. Pioneer awards went to Jeff Bezos of Amazon.com and the Human Genome Project.

primer back to basics

Public Relations

IDG Books Director of Public Relations **Mimi Sells** discusses the basics of public relations and its role in the company's overall business.

Briefly noted

How many people work on PR at IDG Books? Eleven super-talented people: **Brigida Bergkamp**, **Andrea Burnett**, **Brett Fecheimer**, **Phil Hall**, **Amanda Hudzietz, David Kissinger**, **Lindsay MacGregor**, **Bill Maxfield**, **Stephanie Rodriguez, Catherine Schmitz** and **April Whitney.**

Office lingo?
BBD: Bound book date. The day the book comes off the press and the PR plan launches.
FD: *...For Dummies.*
Hit: Any media story or mention.
OPM: Other people's money. That's what we try to use to get our PR dollars to go further.
Sat tour: A satellite television tour in which the author sits in one spot while TV shows from around the country are hooked in to get "exclusive interviews."

How long have you been with IDG?
Three years last month.

Where did you work previously?
University of Judaism in Los Angeles; the Automobile Club of Southern California.

What's your educational background? B.A. from State University of New York at Albany, M.A. in public administration from University of Southern California.

And what's your favorite chocolate? Currently, dark chocolate Dove bits.

Q What exactly do public relations people do?

A Public relations is about creating buzz, awareness, excitement and a call to action. Instead of paying for expensive advertising space, PR tries to get the media to tell our story for us. Not only is it cost-effective, but articles have much more credibility than advertising. If you read a review of a book by someone you trust, you are more likely to buy that book. So our job is not just to generate lots of news about us but to generate lots of *good* news. My job is to be the conductor of the very talented orchestra of PR professionals who make that happen.

Q How do you work with the various departments in your company?

A Public relations touches all parts of the company. We work with editorial to get the best publicity for our books; we work with the executive team to get the best exposure for our corporate initiatives; and we serve sales because the whole point of generating publicity is to get people to buy our products.

Q How do you stay close to your customers?

A The "customers" we talk to every day are members of the media. And their job — if they want to stay in business — is to present important, interesting and provocative news to their audiences. Our job in PR is to convince them that writing about IDG Books is good for [their] business.

Q A new book is launched, say, *Shakespeare For Dummies*. What happens then as far as the PR department is concerned?

A PR requires both perspiration and inspiration. On the perspiration side, detailed PR plans are developed long before a book launches. We identify all the things we'd like to do for a book, which includes developing print, TV, radio and online media lists, setting up author tours and events, and developing advance excitement through galley mailings of manuscripts to select reviewers. In fact, it was a galley mailing and not the finished book that earned *Shakespeare For Dummies* the "Pick of the Week" in *Entertainment Weekly* recently.

Then there's the inspiration part of the PR plan. We didn't know at the book's conception that the movie *Shakespeare In Love* would be such a sensation. But we sure could take advantage of the current Shakespeare-mania. So we developed several clever news releases and online pitches around the birth of Shakespeare and the recent release of the film *A Midsummer Night's Dream*. Summer is Shakespeare festival time, so we're doing PR promotions at several festivals. We *relentlessly* pursue attention for our books.

Q So, what do *you* actually do?

A Here's how my son described what I do all day: "You don't do any work. All you do is talk to people, talk on the phone, go to meetings, and answer e-mail." Oh, the unvarnished observations of children! (I also eat chocolate.)

The majority of my time is spent on strategic planning, corporate PR initiatives, promoting us in the media. and, most importantly, cheerleading the PR team. I'm fortunate to work with hugely creative people. My job is to stimulate them to do their best work and to bushwhack a path for them when obstacles arise. We try new things all the time, like special events and creating news from scratch. The creation of the Y2K Squad of high school students [see *IDG World Update*, "IDG Books helps train teens to identify Y2K glitch," March 29] started with an idea to promote our Y2K books to the non-profit community. The Y2K Squad and our JanuaryY2K Forum yielded loads of great media attention, developed important community goodwill and even helped sell a lot of books.

Q How much of your job involves coming up with ideas as opposed to executing them?

A Ideas are the currency of PR. "What if we did..." and "I have a cool idea..." is how many sentences start in our department. We need to be constantly alert to what's happening in the news and popular culture and create ways to connect our books and authors with what the media is interested in. My staff is used to getting torn-out bits of newspaper or forwarded e-mails from me asking "How can we take advantage of this?" or "Let's try that."

Q What do you like most about your job?

A Every day is a new adventure. Sometimes I open a newspaper or magazine and there's an unexpected story, and it just makes my day. Or I check my e-mail and several employees have written that Jay Leno told another ...For Dummies joke on *The Tonight Show*. Or CBS News calls and they want an author that night. We never lose our excitement about getting media hits, and we share the news with all IDGB employees through e-mail "media flashes." After all, the reason we get so much great publicity is because everyone in the company produces such great products.

IDC Excellence Awards for second quarter FY99 honor 2

Coming up

Channel Focus Europe
Baptie & Co. event
July 15-16
Denver
www.baptie.com
Contact: Volker Heistermann
IDG Global Solutions
volker_heistermann@idg.com

Internet Summit '99
July 17-20
Ritz-Carlton Hotel & Resort
Laguna Niguel, Calif.
www.thestandard.com

Spotlight
July 18-20
Dana Point, Calif.
Contact: IDG Conference Management Co.
Tel: 650-312-0545

Macworld Expo/New York
July 21-23
Jacob K. Javits Center
New York
Contact: IDG Expo Management
Tel: 781-551-9800
www.macworldexpo.com

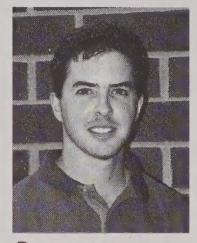
Enterprise Tools and Solutions Software in Latin America
July 20
Coral Gables, Fla.
Contact: Michelle de Anderson
IDC Latin America
Tel: 305-267-2616
www.idcresearch.com/events

IDC's Solutions Integrator Forum
Aug. 5-6
San Diego
Contact: Liz Gagliardi
lgagliardi@idc.com
www.idc.com/events/sif

LinuxWorld Conference and Expo
Aug. 9-12
San Jose, Calif.
Contact: IDG World Expo
www.linuxworldexpo.com

IDC recently honored the second-quarter FY99 winners of the IDC Excellence Awards. The program recognizes employees for outstanding performance in the areas of business development, product quality, customer service and teamwork. U.S. employees nominate their peers, and winners are chosen by a five-member committee. Excerpts from the nominations appear below.

CORPORATE SERVICES
Teamwork
Christian Bousquet
Copy Editor


Bousquet

For more than a year, Christian has served as the designated data checker for Publishing Services and Technology (PS&T), responsible for validating the accuracy of data presented in tables and figures for all IDC documents, especially reports. He excels in spotting errors, tactfully addressing the issues via e-mail with analysts and always finding ways to work more efficiently. Christian recently completed a special management-by-objective presentation in which he suggested compiling a list of previously published reports that have received special treatment from PS&T or that are somewhat different from standard IDC deliverables. His efforts in this project distinguished him as a leader, a team player and a consummate professional.

Teamwork
Michele Kallin
Manager, Quality and Product Control

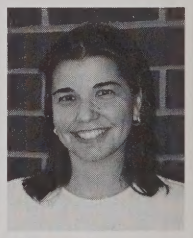
Kallin

Over the last six months, Michele has proven her value and versatility in PS&T by performing nearly every management position in the department. With her leadership and collaborative teamwork with the other PS&T managers, PS&T published record volumes of documents during the busy holiday season. IDC reduced document inventory from 189 total documents (7.1 weeks on hand) on Dec. 18 to only 64 documents (1.3 weeks on hand) on Feb. 12. Michele sees clearly opportunities for improvement and works with her team and fellow managers to effect change. She is dedicated to the group's success and has voluntarily taken on many training roles, developing and demonstrating new leadership and management skills in the process.

IDG WORLD UPDATE PHOTOS

The Paradox-to-Phoenix squad, in part: (on stairs, L-R): ***Doreen Francy, Diane Elhilow, Ellen Friedman, Lisa McCoy, Liz McPherson****. (Front, L-R):* ***Lorraine Oliveri, Michelle Byda, John Lyons****.*

SALES
Sara Fitzgerald
Client Service Representative


Fitzgerald

Sara exemplifies how a customer service rep plays a vital role for IDC sales success. She has more than 125 East Coast clients and over the past month has shown an incredible work ethic, taking on more than her share of responsibilities. Among other roles, Sara has been training the customer service representative who works with user clients and has now taken on a new role as inside sales rep. Customers too numerous to name have called to thank IDC for Sara's efforts. One of our largest clients, who will renew this month with an increase, said "Without Sara's help in getting our team of 75 up on IDCNet, we couldn't have managed and our usage [of IDCNet] would have slipped."

TEAMWORK
The following two awards were given in the excellence award category that is designed for an entire team, either cross-functional committees or intact work groups. The award was created to spur teamwork amongst co-workers.

continued on the next page

Job Opportunities –Week of July 12, 1999

Financial Manager (CIO)
CIO Communications is seeking a detail oriented, bottom-line focused Financial Manager to report to the CFO. This individual will maintain and enhance statistical reporting, close out P&L on a monthly basis, develop and maintain financial infrastructure and act as a liaison to corporate financial and divisional managers. The successful candidate will have the ability to juggle multiple tasks and work in a fast paced environment. The Financial Manager must have excellent interpersonal and organizational skills. Finance or Accounting degree required with a minimum of 5 years financial management experience. Should be proficient in MS office and excel. Knowledge of Filemaker Pro and Lotus Notes a plus. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Managing Editor - Custom Publishing (CW)
Computerworld Custom Publishing is seeking a Senior Editor with 5+ years of editing experience and direct hands-on experience with project management with freelance writers and dealing with the IT Analyst community. The successful candidate will manage the day-to-day editorial operations of the custom publishing business, with attention to contracted customer requirements and editorial guidelines. This is a pivotal position in a quickly growing and dynamic area of Computerworld's business. The individual will have progressively responsible journalism experience that includes developmental editing, excellent writing skills and an intimate knowledge of the IT industry. Qualified candidates should also possess strong analytical and customer service skills, as well as the ability to handle multiple tasks in a fast-paced, high-energy team environment. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: kristen_mcisaac@cw.com

Events Operations Manager (CW)
The Computerworld Conference Team has an exciting opportunity for an experienced Events Operations Manager. This position will directly support the effective launch and operations of Storage Networking World™, Nexus and Premier 100™. The successful applicant will have 5+ years of experience in handling administrative/logistics planning and operations execution for conferences and expos. This individual must have superior organizational and communications skills, and a working knowledge of event registration systems, attendee marketing and speaker recruitment. This is the single-point-of-contact position for Conference attendees, Suppliers and Computerworld sales and marketing staff, and as such requires attention to detail and excellent customer service skills.
Location: Framingham, MA
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: kristen_mcisaac@cw.com

Systems Administrator (CW)
Computerworld currently has a full-time position available for a System Administrator. Primary responsibilities will include: Management of the Data Center; administration and operation of existing NT-based systems; developing and implementing user account management procedures; disaster recovery; administration, maintenance and support of enterprise-wide email systems; and assisting with implementation of expanding corporate network infrastructure. Demonstrated experience with NT 4.0 Server is required. The ideal candidate will have a BS/BA in Computer Science or equivalent and experience in the following: email (Lotus Notes Mail); remote access (NT RAS, Dial-Up Networking); backup software. Experience in these additional areas would be a plus: Lotus Notes/Domino, Filemaker Pro, QPS, SQL Server, Visual Studio suite support (Visual Basic, Visual Interdev). The successful candidate will possess 1-2 years experience, and the ability to multitask while maintaining a strong attention to detail. The System Administrator is responsible for ensuring that all operations within the data center are as efficient and secure as possible. In addition, the System Administrator is responsible for ensuring that all hardware and software inserted into the Data Center environment is done in a manner that will allow for the controlled recovery of the facility. The System Administrator is also responsible for working with the Help Desk Manager to develop training programs for Help Desk staff. Help Desk staff will need to be well informed of all Data Center procedures and changes. The System Administrator will work with outside telecommunications and data communications providers to manage Internet Domain Names, IP Addresses, and IP Address Blocks. In addition, the System Administrator will work with our Internet Service Providers to ensure that we receive the service that we need.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: mary_scanlon@cw.com

Desktop Support Specialist (Games Media Group)
IDG Games Media Group is seeking a highly motivated and enthusiastic Desktop Support Specialist to join its Information Systems department. This position will serve as the primary technical resource for all personnel. Candidates should have 2-3 years hands-on Mac/PC end-user support experience; in-depth knowledge of Windows 9x & NT; MacOS 7.x-8.x; experience with TCP/IP; and excellent working knowledge of MS Office, FileMaker Pro, Quark Express, Adobe Illustrator, and Adobe Photoshop. Experience in desktop publishing is essential. Candidates must have excellent interpersonal and problem-solving skills, exhibit an ability to work well in a collaborative team environment, and be willing to work in a fast-paced, computer/console gaming environment. A willingness to participate in a rotating shift for on-call duty is required. Strong communication and documentation skills are expected. *Location: San Francisco, CA*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracey_nemiro@idg.com

Facilities Planner (IDG Central Services)
IDG Central Services provides facilities services to IDG businesses at 501 Second Street and 85 Federal Street in San Francisco . We are seeking an experienced Facilities Planner, whose primary responsibility will be the plan, design, layout, and utilization of office space. This includes coordinating with contractors and vendors, cost estimating, and maintaining inventories of space and furnishings. At least 2 years experience in facilities/space planning and 2 years AutoCad experience required. Candidates must have a thorough understanding of space design, systems furniture, and estimating practices. Strong written/verbal communication skills, superb organization skills, and proficiency in both PC and Mac are essential. *Location: San Francisco, CA*
Contact: T. Simms, Fax: 415-267-1777, Phone: 415-974-7327, Email: todd_simms@pcworld.com

Sales Administrative Assistant (IDG Communications)
The Administrative Assistant will report to the Executive Vice President/Sales and Marketing and will facilitate information flow among the IDG Communications executive management team and other senior IDG executives. The Administrative Assistant will be responsible for managing calendar, handling correspondence and e-mail inquiries, making extensive travel arrangements, preparing sales presentations, trending and projecting sales, and managing special projects. Qualified candidates must be highly motivated and be able to manage multiple priorities. Individual must be detailed oriented, possess strong organizational, communication and customer service skills. Individual must be computer savvy and have experience with Microsoft Office products.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Vice President, Marketing (IDG Communications)
The VP, Marketing will report to the Executive Vice President/Sales and Marketing and be responsible for the overall development of marketing strategy for IDG Communications, defining the strengths, differentiating IDG from the competition and determining the company's future position in the marketplace. The VP, Marketing will work closely with an executive sales management team and other senior IDG executives focusing on developing marketing programs to communicate IDG's market leadership. Additionally, they will be responsible for working closely with the VP, Research to create strategic market presentations providing intelligence and analysis of market conditions. The position requires senior organizational, presentation and integrated sales/marketing experience and a proven ability to drive enhanced revenue. The ideal candidate will have a minimum of 10 years direct marketing management and /or senior level agency account experience. Experience with both technology and internet advertising space required. *Location: Framingham, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Senior Editor, Opinions (IFW)
InfoWorld is looking for a Senior Editor to handle the editing, development, and direction of both print and online columns. The Editor will work to make sure that topics are up-to-date and to ensure their prominence as part of the editorial package. This individual will also oversee the direction of the publication's online discussion forums, ensuring they are relevant and continue to grow in popularity. The successful candidate should have at least four years of solid high-tech editing experience, preferably at a newspaper or weekly magazine. Management experience required. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Associate Editor (WebIDG)
WebIDG, an exciting new IDG Internet company is currently seeking an Associate Editor for its gaming division (Gameproworld.com). Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. Responsibilities include daily copy editing on a variety of projects using Chicago MoS and in-house style, as well as line editing, rewrites, headlines, captions and pull quotes-all with a sensibility toward industry trends. Must be able to communicate and interact closely with the executive editor, art director, and freelance writers. Qualified candidates will have a Journalism degree and 3+ years experience in online or print reporting, reviewing, or feature writing. Must be an aggressive self starter able to demonstrate managerial effectiveness & familiarity with online text editing & research, ability to write at least ten pages of copy on a daily basis, posses strong research skills and have good working knowledge of both PC's and Mac's, be proficient in Word, Quark, Photoshop, and other related programs. Thorough knowledge of games and game industry are required, scheduling skills are a plus. *Location: San Francisco, CA*
Contact: L. Neves, Fax: 415-975-2610, Phone: 415-978-2239, Email: lneves@gamepro.com

Associate Editor (WebIDG)
WebIDG, an exciting new IDG Internet company is currently seeking an Associate Editor for its gaming division (Gameproworld.com). Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. Responsibilities include locating, downloading, evaluating and verifying demos, patches, cheats, utilities and levels, and writing succinct, lively and readable descriptions. In addition, the Associate Editor will write reviews, previews, features and news for the gaming channels, and maintain our game servers. Qualified candidates will have 2 years writing experience covering the game industry and be internet and web-savvy. Must be an aggressive self starter with the ability to work under deadlines in a fast paced environment. *Location: San Francisco, CA*
Contact: P. Olafson, Fax: 415-975-2630, Phone: 415-978-2229, Email: polafson@gamepro.com

Features Editor (WebIDG)
WebIDG, an exciting new IDG Internet company is currently seeking a Features Editor for its gaming division (Gameproworld.com). Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. Responsibilities include editing, assigning and writing feature articles, including strategy guides, and contributing to the news, previews and reviews sections. Qualified candidates will have 5 + years writing experience covering the computer game industry, with solid story instincts. Must possess and able to demonstrate excellent written skills, including long-form writing and editing. Excellent verbal communication skills are required in order to communicate to writers what is needed for a story article.
Location: San Francisco, CA
Contact: P. Olafson, Fax: 415-975-2630, Phone: 415-978-2229, Email: polafson@gamepro.com

Director, Business Development, Enterprise Products Group (WebIDG)
The Director of Business Development will create and manage relationships with key strategic partners with an enterprise IT focus as well as manage the day to day business development and operational relationships with the IDG business unit channel partners. Candidates should have proven ability to evaluate new market opportunities, initiate and develop high level relationships with partner companies as well as write and manage complex contracts involving content, circulation and revenue. The Director of Business Development will also work on new business plans, with responsibility for market analysis, written proposals and detailed budget and P&L projections, and will analyze the cost and revenue dynamics of various new products and services. Reporting to the President of the Enterprise Products Group, the ideal candidate will have excellent organizational, communication, negotiation and analysis skills and have some experience and exposure with Internet business models and e-commerce.
Location: Southborough, MA
Contact: M. Brunaccini , Fax: 508-820-3340, Phone: N/A, Email: webidg_hotjobs@nww.com

HR Administrator (IFW)
InfoWorld is looking for a HR Administrator to provide support in their HR department, as well as two other small IDG business units. The Administrator will provide support in the areas of recruitment, payroll, benefits administration, new hire orientation, budget monitoring, records management, etc. This individual will also serve as training coordinator for the IDG West Training Program, including developing class schedules, contracting with trainers, securing training locations, developing and preparing course catalog, developing and managing training program budget, etc. The successful candidate will have some exposure/experience to HR administrative processes and will work well with peer HR staff. Ability to work autonomously and to be resourceful is important. Attention to detail and organizational skills a must. The position reports to the Vice President, Human Resources.
Location: San Mateo, CA
Contact: S. Murphy, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

Global Accounts Director (IGS)
As part of a newly formed subset of the IDG Global Solutions division, the Global Accounts Director will be the US-based point person responsible for maintaining high level corporate relationships with a select group of IDG's Top 10 Global clients. In addition to analyzing and crafting potential global contract opportunities with these clients, the Global Accounts Director will be responsible for developing incremental "big idea" proposals that could be implemented on a global, regional and/or local scale across all IDG operating divisions (media, expos, research, online, etc.). The position requires a keen understanding of the geopolitics of global agencies and IT vendors; as well as the ability to quickly learn the intricacies and nuances of IDG's global resources. As such, evidence of global diplomacy and team-building skills are a critical requirement. Senior level agency, vendor or publishing background with international experience required. *Location: San Francisco, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Digital Ad Coordinator (IS)
The Digital Ad Coordinator will be responsible for assisting the Production Manager with day to day production of The Industry Standard. The Digital Ad Coordinator will assist the Production Manager in making up the map, trafficking the edit pages, and handling all of the ad material traffic and questions from clients. The Digital Ad Coordinator will be the dedicated person who will focus solely on the ad traffic functions to ensure that clients ads are processed correctly and in a timely manner. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-733-5485, Email: tommyl@thestandard.com

Director of Production (IS)
The Director of Production will be responsible for ensuring the timely and cost efficient production, distribution, and manufacturing of the The Industry Standard publication. As the magazine has reached over 150,000 in print orders per week it is essential that we have a Director of Production in place full-time not only to manage the department and the staff, but the distribution, manufacturing, and production process to ensure continued success.
Location: San Francisco, CA
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-733-5485, Email: tommyl@thestandard.com

Director of Technology (IS)
The Director/VP of Technology will responsible for overseeing both the growth and development of our web infrastructure as well as establishing strategic and operations objectives for IT through development of programs, projects and processes to achieve those objectives. This key senior position will be essential in providing direction and leadership to the IS and online department as they continue to grow. Reports to the Senior VP of Operations.
Location: San Francisco, CA
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-733-5485, Email: tommy@thestandard.com

Sales Assistant (Mac Pub)
The candidate for this position will be a highly motivated and self-directed team player who will provide administrative support for a team of Ad Sales professionals. This position is ideal for anyone who has a strong desire and potential to learn about print and online advertising sales. Applicants must have a minimum of 2 years office experience, preferably in a sales environment, able to exercise a high level of professionalism, is self-sufficient with excellent verbal and written communication skills, and is able to juggle multiple priorities and meet deadlines. Macintosh proficiency (MS Word, Excel, and Filemaker Pro) a must. *Location: San Francisco, CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

Event Planner (NW)
The rapidly growing Professional Development Group of Network World is looking for an experienced Event Planner. This person will plan and execute the logistics for the Network World Technical Seminars. The ideal candidate should be detail oriented and be able to handle multiple projects and work independently. Duties include site/event research and planning, material kit fulfillment, hotel logistics, and inbound customer service. Prior experience with event/meeting planning required along with solid PC skills (Email, Word, Excel). Some travel will be required. Great opportunity for growth. *Location: Framingham, MA*
Contact: M. Brunaccini , Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Marketing Specialist (NW)
The rapidly growing Professional Development Group of Network World is seeking a Marketing Specialist to play an important and active supporting role in the planning and execution of their seminar marketing programs. Main responsibilities include proofreading, ad coordination, liaison with vendors, maintaining production schedules, organizing and coordinating various aspects of our electronic and direct mail marketing programs. The ideal candidate will have a minimum of 1 year's experience in a direct marketing environment, possess strong organizational skills, be detail-oriented and capable of multi-tasking. Excellent oral and written communication skills are a must. Some travel required. College degree preferred. Must be proficient in MS Word, Excel, and familiar with e-mail. *Location: Framingham, MA*
Contact: M. Brunaccini , Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

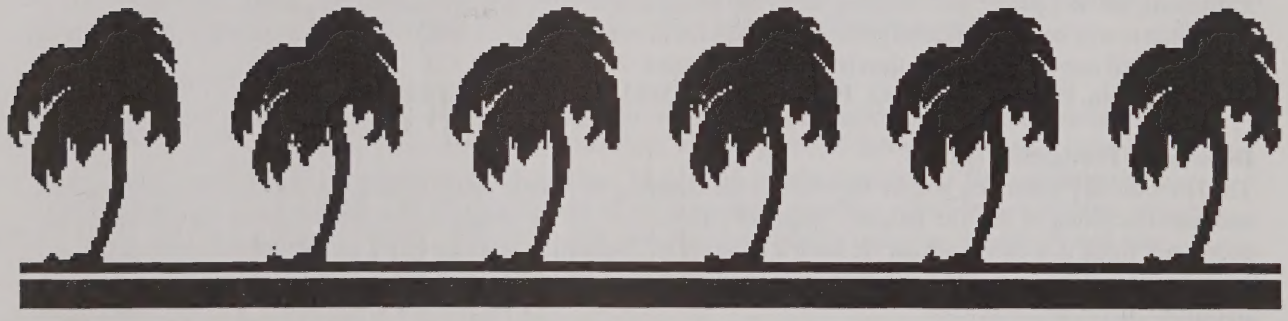
Editor (PCW)
The Editor will be responsible for establishing and enforcing editorial standards, managing the editorial staff, overseeing content, integrating design and developing strategies to ensure the publication remains quickly responsive to its readers. Reporting to the Editor-in-Chief, the Editor will take the lead in developing and leveraging resources of PC World's print and online content. The ideal candidate will have 8+ years of editorial management experience, current contacts and a thorough knowledge of the PC industry, excellent organization, management and problem-solving skills, and strong editing, writing and magazine-packaging skills. *Location: San Francisco, CA*
Contact: C. Baskin, Fax: 415-442-1891, Phone: 415-267-1739, Email: cathy_baskin@pcworld.com

Account Executive (WebIDG)
This Online Account Executive will work closely with Regional and District Managers to build and maintain strong client relationships; will vigorously prospect an assigned territory; will prepare and deliver proposals to new prospects; and will be responsible for a personal sales quota. The AE will also be responsible for coordinating all post-sale account activity, including both campaign and competitive analysis reporting. Qualified candidates must be highly organized, service and detail oriented self-starters who can manage multiple task simultaneously and who work well under deadlines in a fast-paced environment. Experience in ad sales or web publishing is extremely desirable. *Location: San Francisco, CA*
Contact: S. Schackman, Fax: N/A, Phone: 972-381-2875, Email: sandy_schackman@pcworld.com

Assistant Editor (WebIDG)
WebIDG, an exciting new IDG Internet company is currently seeking an Assistant Editor for its gaming division (Gameproworld.com). Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. Responsibilities include researching and reporting on industry news, scouting, planning, propositioning and styling features and reviews for our video game division. Must be able to communicate and interact with authors, editors, and reviewers regarding screenshots, deadlines, and inter-office needs. Qualified candidates will have excellent grammar, spelling, writing, proofreading and organizational skills, along with PC/ MAC literacy in office applications (MS Word, databases, Excel). Must be able to work quickly and accurately under pressure to meet deadlines and have ability to multitask projects in a short period of time. Excellent gaming skills and thorough knowledge of games and the game industry are required. Must be team player with excellent conceptual & communication skills. BA/BS is a plus. *Location: San Francisco, CA*
Contact: L. Neves, Fax: 415-975-2610, Phone: 415-978-2239, Email: lneves@gamepro.com

IDG EMPLOYEE REFERRAL BONUS

SUMMER SIZZLER '99



HOT DAYS... COLD CASH !

- *FROM JULY THROUGH SEPTEMBER THE IDG EMPLOYEE REFERRAL BONUS HAS BEEN INCREASED TO $1,000 PER HIRE!*
- *REFERRAL MUST RESULT IN A REGULAR FULL TIME OR PART-TIME HIRE WITHIN PARTICIPATING DIVISIONS*
- *$500 FOR CASUAL PART-TIME REFERRALS WORKING A MINIMUM OF 20 HOURS*
- *PLEASE SEE YOUR HR REPRESENTATIVE FOR DETAILS!*

standing employees

Honorees: Group Operations Coordinators (GOCs), Client Service Representatives (CSRs) and certain members of the IS Department. (All from IDC Framingham except where noted): **Doreen Francy**, **Diane Elhilow**, **Ellen Friedman**, **Lisa McCoy**, **Liz McPherson**, **Lorraine Oliveri**, **Michelle Byda**, **John Lyons**, **Tammy Whidden**, **Jacki McDonald**, **Rosemary Trettel**, **Marcia Rosenthal**, **Karen Weston**, **Chris Greene**, **Bob Richards**, **Aaron Gao**, **Meredith Pettine** (Calif.), **Alieda Kolodzieski** (Calif.), **Bronwen Cleary** (Calif.), **Laura Brehm** (Calif.), **Dawn Scalise** (N.J.), **Puff Welsh** (Tex.).

At the beginning of 1999 the transition from the Paradox to the Phoenix customer management system was completed. This project took approximately eight months to complete and required an enormous amount of cooperation between the GOCs, CSRs and the IS Department to make it happen. Each of these corporate services groups worked together closely for months to ensure that Paradox data was reconciled with the data that was contained in Phoenix. All of this was done while the team members balanced their day-to-day job responsibilities. This project is truly one that the entire IDC community will (and has) benefitted from!

Honorees: Interactive Products and Services Client Service Team: **Michelle LaJeunesse**, Web producer/ interactive product support manager; **Gemma Dietrich**, interactive product support specialist; **Linda Mulkigian**, interactive product support specialist; **Regina Walker**, sales and customer support specialist

The IP&S Client Service team (L-R): ***Regina Walker***, ***Michelle LaJeunesse*** *and* ***Linda Mulkigian.*** *(Not pictured:* ***Gemma Dietrich****)*

In May, IDCNet experienced a series of related failures that resulted in some clients losing some access to their retained services. In addition, Report Sales and internal product groups lost access to some documents. While in the middle of handling client support calls and assisting the technical team in system debugging and testing, the team scrambled to perform searches and send documents to both internal and external users. WU

European IT Forum will navigate the new economy

IDC's ninth annual European IT Forum will examine the main issues affecting the European IT industry as the Internet economy takes shape. The Forum will be held in Paris Sept. 12-14.

In 1999, IDC predicts that for the first time, the majority (51%) of Internet users will live outside the U.S. Today, 10% of all inhabitants in Western Europe are World Wide Web users, and IDC forecasts that this figure will grow to 35% by 2002. The European IT Forum will examine, among other topics, how this trend will affect the attributes needed to create a successful e-commerce site.

More than a dozen industry executives are on the speakers list, including:

- Michael Dell, chairman of the board and CEO, Dell Computer
- David House, president, Nortel
- Erwin Koenigs, chairman and CEO, Software AG
- Bernard Vergnes, chairman, Microsoft Europe
- Richard H. Brown, chairman and CEO, EDS
- Scott McNealy, president and CEO, Sun Microsystems
- Tim Koogle, chairman and CEO, Yahoo
- Nicholas Negroponte, founder and director, MIT Media Lab
- Friedrich Froeschl, president and CEO, Siemens Business Services
- George T. Shaheen, managing partner and CEO, Andersen Consulting

IDG Chairman **Pat McGovern**, IDG Vice President Technology **Bob Metcalfe** and senior IDC analysts will be among the presenters.

For details, go to www.idcresearch.it/forum/itforum99. The registration fee is 1,850 Euros (approximately US$1,893); IDG employees receive a 20% discount. For more information contact European Conference Program Director **Myriam de Greef** at mdegreef@idc.com. WU

Coming up

Software and eCommerce Investments and Adoption Patterns in Latin America
Aug. 19
Coral Gables, Fla.
Contact: Michelle de Anderson
IDC Latin America
Tel: 305-267-2616
www.idcresearch.com/events

IDG U.S. Sales Meeting
Aug. 25-28
Del Coronado Hotel
San Diego
Contact: Marion Kibbee
marion_kibbee@idg.com
Contact: Volker Heistermann
IDG Global Solutions
volker_heistermann@idg.com

Advanced Information Technologies for Government
Sept. 9-10
Renaissance Hotel
Washington, D.C.
Contact: FCW Governent Technology Group
www.fcw.com/events/events.htm

European IT Forum
Sept. 12-14
Le Meridien Montparnasse
Paris
www.idcresearch.it/forum/itforum99/index1.html

Smart Sourcing Conferences and Expos: Next Generation IT Outsourcing Services and Solutions
Sept. 13-15
Chicago
Contact: Amanda Lawatsch
IDG Channel Services Group
amanda_lawatsch@idgchsg.com

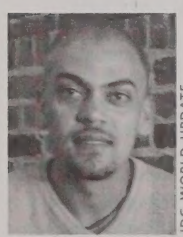
noteworthy people

Heichler

Niccolai

Weisbach

Gasbarro


Avila

Goldman

Promotions

IDG News Service Managing Editor **Elizabeth Heichler** has been promoted to executive editor. "Elizabeth has [greatly] contributed to the growth and evolution of the News Service in her more than six years of service," said IDG News Service Editor-in-Chief **Rob Garretson**. "In recent years, I have relied ever more heavily on her skills in managing and motivating our worldwide staff, cultivating strong relationships with our constituent publications and generally keeping our global operations running as smoothly as possible."

James Niccolai moves up the IDG News Service ladder from U.S. correspondent to senior U.S. correspondent. "James joined us more than three years ago as a Northeastern University cooperative student, but even as an intern he quickly emerged as one of our most prolific and polished writers," noted IDG News Service Editor-in-Chief Rob Garretson. "Since joining our San Francisco bureau two years ago, James has become a force to be reckoned with in Silicon Valley."

PC World Circulation Promotion Manager/Direct Mail **Shira Weisbach** has been promoted to senior promotion manager. "Shira...has excelled in [her] position and become a top-notch direct marketer," said Subscription Director **Ellen Di Matteo**. "She has introduced sophisticated modeling techniques to our marketing programs and mastered new promotion planning software. Shira has also taken over managing our customer service area this past year and has done a fantastic job."

As an information specialist for IDG International Publishing Services (IPS), **Jean Gasbarro** served as the coordinator of IDG's new online directory. She now has a new job within IPS as licensing administrator and support coordinator but will continue to oversee the online directory part-time. "Working on the directory has acquainted Jean with IDG and our array of publishing licensees, making her a welcome addition to the licensing effort," said IPS Vice President/Licensing **Tim Clarke**.

New employees

Ken Fraser has signed on as IDC's European Internet director. He was previously principal analyst at Dataquest, where he had responsibility for the European components of Dataquest's Internet Marketplace and Digital Commerce programs. Ken has a B.S. in engineering and telecommunications from the University of London. He plans to split his time between the IDC Nordic office in Copenhagen and his home office in West London.

Jessica Montgomery joins IDG Books' Foster City, Calif., office as an editorial assistant, coming from Franklin-Templeton where she was a customer service representative. She earned a B.A. in dietetics from California State University/Chico and enjoys singing, golf and playing video and board games. She recently became engaged.

Acquisition Editorial Assistant **John Gravener** comes to IDG Books in Foster City from Academic Press where he was a journal coordinator. He earned a B.A. in English from California State University/San Marcos and an M.A. in the same field from California State University/Fullerton. In his spare time, he is a writing tutor, organizes reading groups and attends the opera.

IDG Books has hired **Bob Streiff** as an administrative assistant in its Foster City subsidiary rights division. He was previously an assistant office manager with Ovitz Corp. He holds a B.A. in creative writing from San Francisco State University and volunteers his time to the AIDS Memorial Grove in Golden Gate Park and PAWS ("Pets Are Wonderful Support").

Another PAWS volunteer, **Pedro Avila**, joins *The Industry Standard* as an accounts payable clerk, coming from the finance department of San Francisco's Larkin Street Youth Center. He has studied accounting and computing at the Regional Occupation Program.

"Editor at large" with *The Industry Standard* for the last year, **Jane Goldman** is now the magazine's executive editor/features. She earned a B.F.A. in film production from New York University and a J.D. from Stanford University in Palo Alto, Calif. In her spare time she is writing a non-fiction book about "one man's experience with the Justice Department."

Nicole Simon joins *The Industry Standard*'s New York sales office as a sales associate. She was previously the assistant to the vice president of Paris Collections. Away from the office she enjoys poetry, nature and music.

InfoWorld has hired **Whitney Nagy** as a sales associate. She is a recent graduate of St. Mary's College of California in Moraga, where she was president of the lacrosse team and earned a B.A. in communications with a minor in psychology.

Transfers

Liz Pabon rejoins the staff of *Publish* as an account manager, coming from *Macworld* where she was national accounts manager covering the Northwest territory. In her free time she enjoys kickboxing and reading.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

14
Steve Ireland *IDG Australia*

13
Karin Quack *IDG Germany*

12
Giulio Ferrari *IDG Italy*

11
Lyn See *IDG Australia*
Martha Katt *Mac Publishing*
Alan Nelson *Computerworld*

10
Sonja Wunsch *IDG Switzerland*

7
Eric Lam *IDG Hong Kong*

6
Mohd Yasin *Computerworld Singapore*
Jancy Phua *Computerworld Singapore*
Kazuyoshi Miura *IDC Japan*

5
Ulrike von Trotha *IDG Germany*

4
Jota Shishime *IDG Japan*
Hideki Kojima *IDG Japan*
Thomas Perskowitz *IDG Germany*

3
John Radzniak *Computerworld*

2
John Russell *InfoWorld*
Thomas Missler *IDG Books*
Ryan Eaton *IDG Books*
Kathryn Faulke Carlin *IDG Books*
Anne McKenna *IDG Books*
Debbie Elikwu *IDG Global Solutions*
Verena Schieder *IDG Germany*

1
Samantha Young *IDG Hong Kong*
Constance Petros *IDG Books*
Rodney Haden *IDG Books*
James MacLaggan *Laurentian Technomedia*
Eva-Maria Behrendt *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG News Service convenes global editorial staff for training, team building

BERTIL TOFT HÖGLUND

The IDG News Service converged in Boston last month for its annual round of editorial workshops, laptop diagnostics and camaraderie. During a break the group, resplendent in News Service bowling shirts, headed to the local candlepin lanes. (Front, L-R): ***Michael Drexler*** *(Tokyo),* ***Cheri Paquet*** *(San Francisco),* ***Laura Rohde*** *(London),* ***Rob Garretson*** *(Boston),* ***Elinor Mills Abreu*** *(San Francisco). (Back, far left):* ***Dorte Toft*** *(IDG Denmark journalist on temporary assignment in Boston),* ***Mary Lisbeth D'Amico*** *(Munich),* ***Jack McCarthy*** *(San Francisco),* ***Clare Haney*** *(Hong Kong),* ***Juan Carlos Perez*** *(Miami),* ***David Legard*** *(Singapore),* ***Jeannette Borzo*** *(Paris),* ***Jana Sanchez*** *(London),* ***Doug Gray*** *(London),* ***Rob Guth*** *(Tokyo),* ***James Niccolai*** *(San Francisco) and* ***Elizabeth Heichler*** *(Boston). Attending the meeting but not pictured:* ***Marc Ferranti*** *(New York),* ***Kelvin Goh*** *(Boston),* ***Ruth Greenberg*** *(Boston),* ***Jeff Partyka*** *(Boston) and* ***Nancy Weil*** *(Boston).*

The IDG Photo Calendar Contest has begun!

Any IDG employee worldwide may submit up to two color or black-and-white prints or 35-mm slides. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers, an e-mail address and a photo title.

Entries must be received by **Monday, Sept. 13**. Send your entries to: IDG World Update, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

Prizes of $250, $150 and $100 will be awarded for the top three photos.

Iran

continued from page 1

on newsprint. *PCW Iran* is written approximately 60% in Farsi and 40% in English. There are two back covers to the issue; the outer in Persian with a *PCW Iran* English logo in the lower-left corner, with the inner cover using the full *PCW Iran* banner.

Due to the U.S. trade embargo on Iran, this is strictly an editorial relationship. "Our license for *PCW Iran* has the same terms as any other," said Tim Clarke, IDG International Publishing Services vice president/licensing. "But for now IDG Global Solutions cannot exercise the option our agreements normally contain that allow us to try and sell international ads into each new edition. This is because the U.S. still has an embargo against Iran."

According to Clarke, publications are exempted from the embargo but ad sales are not. Also, he said, "the embargo applies not only to IDG Global Solutions offices in the U.S. but to any arm, overseas or not, of a U.S. company. When the embargo eases or ends, which we all hope will happen soon, then Global Solutions will be able to sell away. It's a shame because [GSRP] also imports a lot of paper and has an interest in working with IDG Paper Services, but that's out, too, for the same reason."

Clarke said GSRP hopes to produce the stand-alone *PCW Iran* within six to 12 months, "depending on when they get government permission and how the supplement does." WU

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Louise Pelletier** will have her choice of an official "Off line" t-shirt or a copy of Rich Tennant's book of cartoons, Version 5.0. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

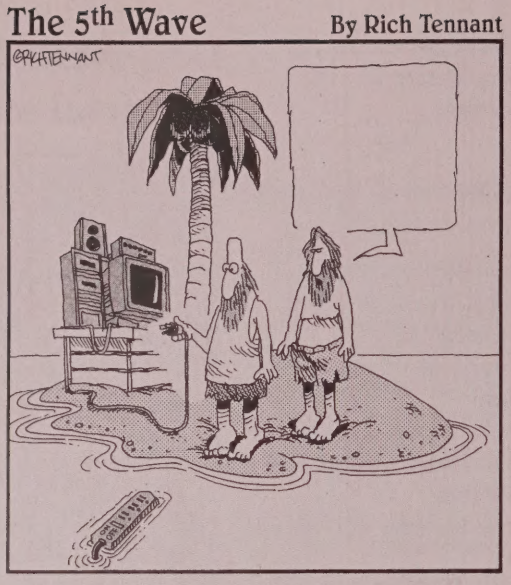
"Look, Ted. That's what they call "Plug 'n pray."
Anne Lund IDG Denmark

"See, I told you this island was surrounded by currents!"
Rose Marie Cleese IDG Books Worldwide

"You really should have spent the dollar for that extra inch!"
Andreas Koschinsky *PC Welt*

"When are you going to learn? It's that damn surge-protector-head shark again!"
Natale Russo *GamePro*

January 2000. "Don't do it, Frank. Remember how we got here in the first place?"
Morten Ostergaard *ComputerWorld Danmark*



"I told you to download that Plug-In before high tide!"
Louise Pelletier *CIO*

"OK. Here's the deal. You plug it in, I'll pick the coconuts for dinner."
Amy Eoff IDG Books Worldwide

Rich Tennant's original caption:
"Don't get your hopes up, Ted. The other end may not be plugged in."

New home for IDG Italy

IDG Italy's new address:

Via Zante 16/2
20138 Milan
Italy

Phone and fax remain unchanged:
Tel: +39-02-58-03-81
Fax: +39-02-58-01-34-32

contest for fun

Here's your chance to win a digital camera!

Check out the new online IDG Directory and and be eligible for a random drawing to win an HP PhotoSmart C30 Digital Camera, a $399 value.

All you have to do is go to the IDG Directory on Notes or on the Web. For the Web version, go to IDG Central (http://idgcentral.com) and request a login and password if you don't already have one. (For more information on the IDG Directory, see the article in the June 28 issue of *IDG World Update*, available online at http://www.idgworldupdate.com.)

Go to the employee listing and see if your name appears. If it does, click on your name, hit "Request Change," and type "Enter me in the contest!" in the "Other changes/comments" section. Hit "Submit" and your name will be entered into the drawing.

If your name does not appear in the employee listing, go to the Business Unit listing. Click on your business unit and hit "Request Change." Fill in the requested information, then type "Enter me in the contest!" in the "Other changes/comments" section. Hit "Submit" and your name will be entered into the drawing.

The contest deadline is Aug. 3. Good luck!

IDG **WorldUpdate**

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Internet: patricia_smith@idg.com

Penny Winn 617-303-7825
Internet: penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
Internet: david_bromley@idg.com

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David F. Hill 617-423-9030
Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

International recruitment meeting targets ways to boost ad sales

FRANK QUINN

*IDG President and CEO **Kelly Conlin** spoke to IDG employees at the fifth European Online Meeting in Barcelona last month (see story page 5). Many of the attendees also participated in the first IDG Recruitment Meeting that was held the day before the online session.*

The first IDG Recruitment Meeting was held in Barcelona on June 2. Organized by the Computerworld/InfoWorld Global Product Support Center, the gathering drew 37 people from 12 business units — primarily from Europe and the U.S. — who were interested in sharing best practices for boosting recruitment ad sales.

Chris Pengelly, manager, International Recruitment Sales at IDG Global Solutions, opened with an overview of recruitment trends in Europe. According to IDC, the IT skills shortage in Western Europe is likely to rise to 1.6 million jobs by 2002.

"As a result of the increasing difficulty in recruiting, clients are beginning to focus on different methods of attracting key IT talent, using paper based advertising and non-recruitment Web sites for employer branding plus online databases for day-to-day vacancies," Pengelly said. "IDG, with its JobUniverse project, market-leading portfolio of IT weeklies, and its IT news sites for generating unique re-

continued on page 4

A digital camera could be yours!

Check out the new online IDG Directory and be eligible for a random drawing to win an HP PhotoSmart C30 Digital Camera, a $399 value. IDG Books has also graciously donated a copy of *Digital Photography For Dummies, 2nd ed.*

Instructions for the contest are on page 8 of *IDG World Update*'s July 12 issue, which is online at www.idgworldupdate.com.

The contest deadline is Aug. 3. Questions? Contact world_update@idg.com.

IDG Books to buy Macmillan General Reference brands

IDG Books last week announced plans to acquire a portfolio of brands from the Macmillan General Reference Group (MGR) of Pearson Education. The deal, valued at $83 million, will greatly expand IDG Books' reach into the "how-to" market with such well-known titles as the Frommer's Travel Guides, Webster's New World Dictionaries and Betty Crocker Cookbooks. In all, more than 3,000 titles are included in the deal.

The acquisition is expected to close by the end of this month, subject to antitrust clearance and other conditions.

"This acquisition will enhance our position as a global provider of knowledge brands," said IDGB President **Steven Berkowitz**. "Our proven know-how in building powerhouse brands can be applied to many of the high-quality brands currently under the MGR banner. We believe this acquisition is a great strategic fit with our publishing program, our Internet objectives and our worldwide distribution capabilities."

Among the brands included in the acquisition are:

- Frommer's Travel Guides (including the popular frommers.com Web site)
- The Unofficial Guides (*The Unofficial Guide to Walt Disney World* is the No. 1 travel book in the U.S.)
- Places Rated Almanac
- Frommer's $ a day Guides
- J.K. Lasser Tax Guides
- Webster's New World Dictionaries
- Arco Test Preparation
- Betty Crocker Cookbooks
- Weight Watchers Dieting and Cookbooks
- Howell House Pet Books (including *The Complete Dog Book* and many others)

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in brief newsworthy

ExecuTrain's 250th office opens in Prague

ExecuTrain, IDG's Atlanta-based computer training partner, last month celebrated its 15th anniversary with another milestone: the opening of its 250th location. The newest addition to the family is headquartered in Prague in the Czech Republic and has a second location in Brno. The company is a leading IT training company and specializes in official curriculum and technical training including the following vendor authorizations: Microsoft CTEC, Sylvan Prometric APTC, SCO Authorized Education Center and Oracle Approved Education Center.

ExecuTrain was founded in 1984; in 1990, it entered into a strategic partnership with IDG. In 1995, IDG purchased a majority share in the privately held company, which now has 250 franchise and company-owned locations in 41 countries. WU

Correction

Ownership of e.Republic, Inc., publisher of *Government Technology*, was incorrectly reported in the May 3 issue of *IDG World Update*. The company, a Subchapter S corporation, is owned by Robert Graves and Dennis McKenna.

PC World honors World Class winners

World Class smile. Peder Ulander from Symantec happily holds up his two 1999 World Class awards for Best Antivirus Software and Best Utility Software. Hosted annually by PC World, the awards party was held at the Manhattan Penthouse during PC Expo last month.

*Representatives from Microsoft Corp. join PC World Editor-in-Chief **Cathryn Baskin** to show off their Best Desktop Publishing Software award at PCW's 17th annual World Class Awards party, held during last month's PC Expo. More than 60 trophies were handed out for the Best Products of 1999, including Best Notebook PC, Best Tax Software and Best Shopping Web Site. (Lto R): John Schilling, lead designer; Katie Jordan, product manager; Kelly Focht, product manager; Baskin; and Bill Linzbach, product planner, Microsoft Publisher.*

IDG Books

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- Chek Chart automotive training series.
- Dozens of popular individual titles such as *How to Cook Everything, Vegetarian Times Complete Cookbook, American Horticultural Society: Encyclopedia of Gardening* and *Organize Yourself!*

For more details, contact IDG Books Director of Public Relations **Mimi Sells** at msells@idgbooks.com. WU

IDG News Service creates password mailbox

Employees who don't already have a password to access the IDG News Service Web site (www.idgns.com) can now send a request to a newly created e-mail box: idgnspassword@idg.com. Previously, requests had to be sent directly to the News Service staff member in charge of password distribution.

Information about password deletion for departing employees can also be sent to the new e-mail box. WU

IDC Nordic teams up with IDG Denmark's *IT Branchen* to launch IT Investment Index

IDC Nordic and IDG Denmark's channel publication, *IT Branchen*, recently started a joint project to develop a quarterly index for local IT investments by market (company size, product area and niche). The first index is slated to be published in August.

The formula-based index, called IDC IT Investment Index, will enable IT vendors to track the current IT investment climate at companies and determine which are the most likely potential markets. The index does not measure any absolute values of markets or growth rates.

This index is based on interviews with 400 Danish companies every quarter and uses a relative measure for evaluating short-term investment interests in IT hardware, software and services. IDG Denmark's direct marketing division is conducting the interviews, and IDC will analyze the data, create the index and provide commentary to the data.

IDC Nordic Managing Director **Per Andersen** likened the index to a consumer confidence index, noting that the IT industry needs to closely monitor the sales opportunities in a market. "[The Investment Index] is very different from a traditional IDC forecast in the sense that instead of showing an overall growth rate of a market, it makes it possible for IT vendors to identify the type of users that are most likely to think about investing short term."

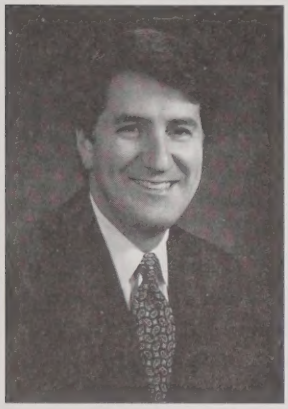
IDC Nordic expects to reach a similar agreement sometime this month with one of IDG Sweden's publications.

For more information, please contact Per Andersen at pandersen@idc.com. WU

executive

Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



Any stock option plans that would be implemented as part of [the potential public offering of WebIDG] would include the business units that are contributors to the network.

Q Does the formation of IDG's new Web company mean that my publication doesn't control its Web site? And, if WebIDG eventually goes public, how will the employees of other IDG businesses (including the business units that developed many of IDG's online properties) participate?

A A key objective of the plan for WebIDG is to ensure that IDG's business units are able to continue the online momentum they've already created while benefiting from being part of the world's largest network of technology content on the Web. Two years ago, IDG embarked upon a three-part strategy for the Web: 1) create robust online sites for each audience we serve globally; 2) build the most useful network of computer-related content; and 3) develop business models based on transactions and communities. Put most simply, WebIDG is focused on enhancing this network, while the business units will continue to focus on serving their audiences on the Web. In fact, the success of WebIDG is dependent upon the vibrancy of IDG's branded products, and the relevancy of their content for the Web — which in turn demands the ongoing engagement of our business unit teams in the creation of content for the Web. Therefore, the development of WebIDG ensures that IDG is the world's leading provider of computing content on the Web.

WebIDG's structure will permit this active involvement while leveraging the benefits of consistent technical infrastructure, site navigation and ad sales. The sum of the most advanced systems contributed by our individual business units will together constitute a robust publishing environment. For example, each IDG site will now have access to *PC World*'s customized content production system, TipWorld's world-class newsletter management, *Network World*'s innovative virtual events system, IDG.net's state-of-the-art content management system and a wealth of other top-notch tools. Consolidating development, hosting and technology acquisition will also mean a better platform for the company as a whole, and a more integrated sales effort will both drive more revenue and expose our advertising opportunities to a much larger base of advertisers.

None of these consolidation efforts will impede our business units' ability to control their content or their brands, however, and each IDG company will continue to sell its own online products alongside its off line ones. As a member of the WebIDG network, these individual sites benefit from increased circulation and broader advertising representation. From the reader's perspective, this means they can move efficiently around the network, and benefit from new content offerings produced by WebIDG. From the advertiser's perspective, this means they can efficiently and easily buy any part of the network, providing the broadest and most flexible offering in the market.

The same spirit applies to the potential public offering of WebIDG. If such an event would increase shareholder value, then it would be reflected in IDG's ESOP, in which all IDG's U.S. employees participate. In addition, any stock option plans that would be implemented as part of such an offering would include the business units that are contributors to the network.

Q I understand that some of our international subsidiaries have partnered recently with CNN. Is our alliance with CNN global?

A As part of our deal with CNN, IDG's business units around the world will have the opportunity to work with the Web sites of local CNN companies and partners. Since our alliance was formed last spring, it has expanded to include CNNenEspanol.com, CNNemPortugues.com and CNN.passagen.se. In the coming months, we'll have the opportunity to expand the alliance throughout Scandinavia and elsewhere in Europe.

While our global CNN deal provides local IDG business units the opportunity to ally with CNN, participation is optional, in keeping with our tradition of local decision-making. So far, the advantages of participation have proven very appealing to our local Web sites.

In particular, CNN quickly exposes IDG content to a much wider audience than our sites may be able to reach on their own. In many markets, our sites' revenues are inhibited by the size of their audiences; exposure on CNN generates traffic that can quickly be converted to revenue. The traffic benefits are measurable: during the first year of the alliance, CNN generated as much as 10% of visits to participating sites and about 25% of the total visits to IDG.net. Moreover, because user duplication of IDG sites vs. CNN.com is very low, each new visit is an opportunity to create a repeat visitor to IDG sites.

CNN's editorial standards and news approach mesh well with ours, since there is a clear separation of editorial and business operations. IDG editors determine which IDG content to supply to CNN, and CNN editors, in turn, select from the options we provide the stories that are most appropriate for CNN's audience. Each side retains complete control of its own editorial, its brands and the user experience on their sites.

Recruitment

continued from page 1

sponse is set to capitalize on what is an increasingly international marketplace."

Simon Arber, of the U.K.-based recruitment consultancy Computer People, noted that his company's Internet ad spending was increasing. He described the Net as a "great leveller," changing the dynamics of traditional media. Tellingly, in a market where online job listings are becoming an inexpensive commodity, he said that he would "rather pay 10 times the amount for quality." Offering a client's opinion, he advised IDG to have a global perspective on recruitment advertising and to build volume quickly. On market trends, he identified an application development backlog that will open up early in 2000 after the Y2K issue is cleared, with clear implications for recruitment advertising media.

IDG Denmark Sales Manager **Vibeke Kloth** described how her company's JobWorld recruitment site has powered the 'quality vs. quantity' equation by having a strong relationship with print. JobWorld is known as *the* IT job site in Denmark, because although its competitors have more jobs overall, they do not specialize in IT careers. All recruitment ads inserted in both *Computerworld Danmark* and *TechWorld* get a free week in JobWorld, and extra weeks on JobWorld can be purchased at a 50% discount. Approximately 70% of print advertisers buy extra weeks on JobWorld.

Adding to this print/online partnership theme, **Patricia Powers**, Midwest regional manager for *Computerworld*'s Careers section, presented information on *CW*'s "Best Places to Work" supplements and its numerous other print offerings related to careers. She also covered *CW*'s Campus Edition strategy and announced a new initiative in *CW*'s Corporate Technical Recruiting Conferences: an upcoming seminar series, complete with a how-to manual, aimed at helping clients make the best use of recruiting via the Internet.

Annica Östman, representing the biggest ad agency in Sweden, spoke about the trend toward more focused recruitment Web sites — which IDG is pursuing with JobUniverse — and away from the large generalist databases. She also talked about new types of organizations where progressive employers allow recruits to design their own job. She reiterated the need for quality traffic, not just quantity.

Frank Quinn, manager of IDG's JobUniverse program (www.jobuniverse.com), gave an update on the project. Currently, the Dublin server is hosting recruitment sites in the U.S., New Zealand, France, the Netherlands and Ireland. Canada and Australia are under development and Brazil and Hungary are in the pipeline. In addition, Denmark, Germany and Belgium are porting job listings to the JobUniverse.com gateway site, with Sweden, Norway, Spain and the U.K. soon to follow.

Quinn proposed a "Phase II" plan for JobUniverse, where a central booking point would offer multinational companies the option of global placement of their corporate jobs around the JobUniverse network. Reaction from the meeting was favorable to the notion of IDG building this resource, supported by a back-office operation in Ireland managing the data feeds. IDG Global Solutions was proposed as the sales resource, targeting companies with large human resources budgets.

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It is clear, Quinn added, that IDG needs to add value to its online recruitment offerings by leveraging the rich editorial quality of its print products. "This 'value-add' is the key to retaining the interest of passive jobseekers and to maintaining the quality of visitors to IDG recruitment sites," he noted.

International Sales Manager **Achim Schafers** of *Computerwoche* in Germany continued with a presentation on JobWelt.de, which launched successfully with a variety of blue-chip clients already signed up for sponsorship deals. **Ake Boman** of IDG Sweden also contributed experience and perspective from Sweden, where Ericsson last year spent more, he said, on recruitment than on product advertising. The same was true of Nokia in Finland, noted Sales Representative **Hanne Tuomisto** of IDG's Finnish licensee, Talentum.

For more information on the JobUniverse program, contact Frank Quinn at frank.quinn@scope.ie. WU

Recruitment section to be launched soon on GWSC

IDG's Global Web Support Center (www.supportcenter.com) plans to add a recruitment section on its internal, password-protected site. Subscribers will be able to search and review a list of IDG recruitment sites (by region), as well as online recruitment contacts (technical and ad sales contacts) and Recruitment Site Profiles, which include an audience profile and site matrix, such as number of applicants, visitors, registered job alerts and a Site Tools Profile for site development information.

The mission is to help grow the JobUniverse brand and integrate international job leads. JobUniverse offers a network of IDG recruitment sites to localize searching with international serving and redistribution of jobs. The goal is to grow long-term contracts and increase the number of qualified jobs and applicants through information sharing.

The JobUniverse network of sites plans to move beyond job databases and include salary surveys, employee training opportunities and services, career-oriented editorial and online chat, as well as pre-employment screening and visa information for international placement.

Job Opportunities -July 19, 1999

Project Manager/Associate Editor - Custom Publishing (CW)
Computerworld Custom Publishing is seeking a Project Manager with 5+ years of administrative experience in the publishing industry, and also has 2+ years of editing experience, with excellent writing ability. The successful candidate should have proven customer service skills and enjoy a fast-paced environment dealing with freelancers, analysts, as well as coordinating deliverables with customers and internal sales staff. The individual will have progressively responsible administrative and journalism experience that includes copy editing, production planning and an intimate knowledge of the IT industry. Qualified candidates should also possess strong analytical and customer service skills, as well as the ability to handle multiple tasks in a fast-paced, high-energy team environment *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: kristen_mcisaac@cw.com

Regional Sales Managers (FCW)
civic.com, monthly print and web magazine, seeks advertising sales professionals for the Eastern and Western US. Experienced in IT sales. Print preferred. Territory includes major accounts and prospects. Great opportunities for high energy sales professionals. *Location: West & East Coasts*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Consulting Manager, Latin America IT Research (IDC)
IDC is seeking a Consulting Manager, Latin America IT Research who will be responsible for the sales, management and execution of Latin America consulting projects including the timely presentation of quality deliverables and overall customer satisfaction. The consulting manager will also provide custom consulting and market research on various projects including software, hardware, networking, professional services, telecom, and e-Commerce. The position requires five to eight years experience with management and execution of consulting engagements as well as related sales, strong understanding of information technology industry, proven ability to manage multiple engagements exceeding client expectations, superb written and oral communication skills a must. Spanish and or Portuguese spoken ability required, MA or MBA a plus. *Location: Miami, FL*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Program Director, Latin America IT Research (IDC)
IDC is seeking a Program Director for the Latin America IT Research program. The Director will report directly to the Vice President of Latin America research, will be located in Miami, FL and will be responsible for the management and execution of all quarterly and annual Latin America IT research projects, the timely presentation of quality deliverables and overall customer satisfaction, and motivating, developing and managing a team of 6-10 market analysts in two US offices. The position requires an MBA with five to seven years of experience, or a Bachelor's Degree with eight to ten years of experience working in the information technology industry, preferably in marketing, product management or competitive strategy, a working knowledge of leading vendors in a range of market segments and their key issues, superb written and oral communication skills a must. Fluency in spoken Spanish and/or Portuguese preferred.
Location: Miami, FL
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Manager/Director, Server Operating Environments (IDC)
The ideal candidate will have experience in and extensive knowledge of, a wide range of computer operating systems and related system software. Familiarity with Windows NT and Unix essential, other operating systems a major advantage. Must have good writing and analytical skills. Must be a self-starter. An undergraduate degree in a relevant field is required; advanced education, especially in business or marketing would be a plus. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Research Analyst, Worldwide Quarterly Server Tracker Program (IDC)
IDC's Worldwide Quarterly Server Tracker research group is looking for an individual with superior analytical, communications and spreadsheet skills to be part of our team tracking the global server marketplace. Responsibilities include; coordinating the efforts of IDC analysts around the world, analyzing and reporting on the dynamics within the server market, market sizing, helping in the forecasting process, competitive analysis, and data management and reconciliation. Must be capable of working with vendors and end-users. The position requires superb modeling/spreadsheet knowledge, and the ability to multi-task. The ideal candidate will have at least two years experience working in the vendor or end-user community. Knowledge of the server market and associated technologies a definite plus. Some travel required. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Receptionist (IDG Central Services)
IDG Central Services seeks a highly energetic, service-oriented individual for the Reception Services Department. Responsibilities include directing calls, greeting guests, processing incoming and outgoing faxes, handling courier package duties, maintaining the phone directory, and other duties as assigned by supervisor. Candidates must be extremely professional, organized, and punctual and must have excellent communication skills. High school diploma and at least one year receptionist experience in a business environment required. *Location: San Francisco, CA*
Contact: S. Lynn, Fax: 415-974-7404, Phone: 415-978-3337, Email: sheila_lynn@publish.com

Administrative Assistant, Acquisitions (IDG/B)
Responsibilities include administrative support involving filing, faxing, photocopying, phones, word processing, and spreadsheets. Will also coordinate monthly editorial meetings, assist with author relations, and act as central hub for the Acquisitions Editorial department. Will coordinate schedules and communicate with all levels of staff. Must have at least one year of office experience, excellent organizational skills, ability to prioritize, and work independently. Computer proficiency with Word and MS Office applications is a must. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Database Coordinator, Inventory Control (IDG/B)
We are looking for a Database Coordinator to join our Inventory Control department. Primary job responsibilities include, but are not limited to: ISBN/part number assignment, item and vendor set-up, item maintenance including changes and corrections, and book quality control. This position will also be responsible for managing the OSI/discontinued process and standing order plans and supporting the Inventory Control positions. Must have 1-2 years publishing industry experience. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Sales Support Associate (IDG/B)
This position involves working closely with the sales support organization to ensure timely delivery and creation of Sales collateral materials. The qualified candidate will be responsible for copying, distributing and filing of all sales support materials. This position involves heavy interaction with customer service, account managers, marketing and brand management. The successful candidate must have excellent, communication, and influencing skills. Must have a professional attitude and be able to work independently. Customer Service experience is helpful.
Location: Foster City, CA
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Editorial Assistant (IFW)
InfoWorld is seeking an editorial assistant to support the news department. The editorial assistant will focus on directing phone inquiries about beat coverage; contribute to news articles; maintain a contact database; and assist the News Editors in needed editorial tasks, i.e. special projects. The editorial assistant should have excellent writing skills, be a self-starter, and have the desire to eventually move into a reporter position. PC skills are required. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Reporter (IFW)
InfoWorld is seeking a self-starter reporter to cover the networking industry, technologies and end-user issues. The reporter will contribute to InfoWorld.com on a daily deadline basis as well as produce scoop-oriented and analytical articles about the networking industry for print. In addition, the reporter will write feature articles on a quarterly basis. Candidates need not have prior reporting experience but should have outstanding writing skills and some exposure to the high-tech industry. PC skills are required. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Associate Editor (IFW)
InfoWorld seeks an Associate Editor to plan, develop, and edit timely product reviews and feature-length comparisons and technical analyses of intranet and e-commerce software. The editor will be responsible for meeting weekly deadlines, following beats, coaching writers, and representing InfoWorld at industry events. The position requires 2-3 years of journalism experience, computer publishing preferred, and a proven track record as a team player and problem solver. Top-notch writing and editing are a must; knowledge of corporate computing issues is a plus. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Account Manager (IFW)
InfoWorld is looking for an Account Manager for their Business Development Group. The individual in this position will be responsible for prospecting and maintaining advertising space. One to three years' of selling experience plus knowledge of the PC industry required. Bachelor's degree preferred. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

District Sales Manager (IFW)
InfoWorld is looking for an District Sales Manager to join a team of sales managers in driving ad revenue in both the print and on-line businesses for InfoWorld. Based in Northern California, the position will be responsible for covering portions of Northern California and/or Utah. The ideal candidate will have 4-5 years of computer or business publication ad sales experience, be internet savvy, and possess a thorough understanding of the IS/IT market. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Regional Sales Manager (IFW)
InfoWorld seeks a Regional Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and online editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Requires a minimum of five years in computer publication ad sales. Strong knowledge of the on-line advertising is important. Travel is required. *Location: Southeast. Preferably Atlanta or Washington D.C. area.*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Director of International Accounts - Growth Accounts (2 positions) (IGS)
The Director of International Accounts openings are newly created positions within the IDG Global Solutions network of marketing and sales professionals. IDG Global Solutions utilizes IDG's global resources to assist leading IT companies build brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. This individual will design and implement global sales strategies to maximize ad sales and market share on 20-40 targeted key worldwide growth accounts. Reporting to the Vice President, International Sales, you will work closely with the marketing and research to create appealing marketing programs for clients, with special emphasis on creative, nontraditional partnerships. We're looking for highly motivated sales talent with the poise and skill to make calls at the highest levels within the identified accounts. Candidates should combine a minimum of 3-5 years of international sales, international marketing or outside space sales experience for a major computer publication. A strong understanding of the IT channel would be an asset. *Location: Open (East/West Coast)*
Contact: G. Pohlman, Fax: 415-331-0881, Phone: 415-676-3019, Email: ginny_pohlman@idg

Sales Associate (PCW)
PCW's Ad Sales team is looking for an experienced, energetic individual to provide admin. and sales support for a regional Sales Manager. Responsibilities include customer service, word processing, dictaphone, database maintenance, and general clerical. Must have excellent organizational, analytical, and communication skills and PC expertise, including Excel and Word. Familiarity with database applications, Lotus Notes, and/or PowerPoint would be a real plus. *Location: Irvine, CA*
Contact: S. Green, Fax: 949-250-4881, Phone: 949-442-4021, Email: susan_green@pcworld.com

Editor (PCW)
The Editor of PC World will set and enforce standards for editorial excellence and ensure that all content meets the changing needs of our readers. He/she will be tasked with improving the competitive position of the publication, overseeing all the content, supervising the editorial department, and acting as a representative of the publication. The Editor will take a lead role in integrating print and online content and leveraging the online site to address the limitations of print publication. Candidates must have a minimum of 8 years editorial management experience and proven ability to mange projects and workgroups to deadline. A thorough knowledge of the PC industry - hardware, software, personnel and trends - and extensive industry contacts are key. The Editor must have strong editing, writing, and magazine-packaging skills as well as superior organization, management, problem solving and communication skills. Bachelor's degree in English or journalism or equivalent experience required. *Location: San Francisco, CA*
Contact: C. Baskin, Fax: 415-442-1891, Phone: 415-267-1739, Email: cathy_baskin@pcworld.com

Copy Editor (WebIDG)
The WebIDG Games Division seeks an experienced copy editor who, in addition to proofreading and copyediting content to ensure accuracy, consistency, style, tone and logic, is at ease working with both print and electronic copy and knows his/her way around the web. Reporting to the Managing Editor, he/she will be asked to track, smooth, occasionally write and occasionally troubleshoot copy flow through editorial, making sure that quality standards are upheld, required design elements are present, files conform to web specs, and production deadlines are met. Candidates should have 2-3 years of copy editing and proofreading for a web site or print publication, along with a good working knowledge of The Chicago Manual of Style. He/she should be an exceptionally clear communicator and a team player who understands deadlines and is capable of great work when the going gets tough. *Location: San Francisco, CA*
Contact: A. Barosso, Fax: 415-975-2630, Phone: 415-978-2214, Email: abarosso@games.idg.com

European Online Meeting yields tips to help IDG sites win local markets

How to optimize click throughs

More and more agencies request ad click through rates to judge the site's past performance. IDG's Global Web Support Center (www.supportcenter.com) will post tips provided by IDG site managers and by DoubleClick DART to help sites improve and optimize click throughs.

For example, users tend to click on an ad if multiple creative units are placed on a page (banner at the top and button ad at the bottom of a site page).

Advertisers may also get a higher click through rate if an ad is posted at peak Web traffic times. Using log reports generated by DoubleClick's added-value tracking service, site managers can offer advertisers specific times of day to show their ad when it is most likely site traffic will be high.

IAB participation

Upcoming European online meetings may include discussions about international participation with the Internet Advertising Bureau (IAB).

The IAB is a non-profit advertising organization that aims to develop online advertising in worldwide by establishing online advertising standards and supporting the growth of the market through research and promotion. Its Web site is at www.iab.net.

IAB now operates in several European cities. By participating in their local chapter, IDG units will ensure IDG has a voice in the programs IAB initiates. Regional IAB meeting dates and contacts will be posted to IDG's Global Web Support Center. Associate [paid] members have the right to vote.

How to generate more revenue from Web sites, create a demographic survey to support ad sales and develop better ways to use Doubleclick DART ad serving technology were among the topics of lively discussions at the fifth European Online Meeting (EOL) in Barcelona, Spain, on June 3-4. The meeting was run in conjunction with the recruitment ad meeting (see story, p.1). **Jill Hourston**, European operations director for WebIDG, organized and hosted the gathering, which drew 48 attendees from 13 countries.

The goal of the EOL program is to facilitate information sharing and discussion of issues that impact IDG's Web businesses. Executives from IDG business units and from leading advertising agencies provide the content for the meetings. The June meeting featured panel discussions as well as presentations from **Kelly Conlin**, president and CEO of IDG, Computerwoche Infonet Publisher **Michael Freter**; **Ervin Hansen**, online advertising manager, IDG Denmark; **Hanne Tuomisto**, international online sales, Talentum (IDG's licensee in Finland); **Frank Quinn** of IDG's Job Universe program; Jamie Kerr-Elliott, international account executive at Optimedia and VP/General Manager Chris Saridakis of DoubleClick DART.

"The overall objective is to share information that will help our sites win in their own local markets," said Hourston. "Not surprisingly, discussions of how to sell more ads, and how to create more revenue streams from existing inventory, were the most spirited."

Sponsorship of e-mail newsletters delivered to Web site subscribers is one of the fastest growing non-banner advertising mediums on the Web, Hourston noted. Advertisers' messages (text or html) are delivered to the desktops of IDG readers along with current news stories taken from each Web site. **Ervin Hansen** from IDG Denmark said that since the launch of *Computerworld Danmark's* weekly e-mail newsletter early this year, the number of subscribers has grown to more than 12,000. Advertisers in Denmark are eager to try out this new online oppportunity and are rewarded with high response rates. Online Advertising Manager **Peter Gremlin** from IDG Sweden also reported the popularity of e-mail newsletter advertising.

A glossary of beyond-the-banner ideas and opportunities, including e-mail newsletters, list rental, microsite sponsorships and more, is available on IDG's Global Web Support Center (GWSC) (www.supportcenter.com).

FRANK QUINN

Participants for the Non-banner Revenue Stream panel: (L-R): ***Hanne Tuomisto****, international online sales, Talentum (Finland);* ***Peter Gremlin****, online advertising manager, IDG Sweden;* ***Richard Strom****, group ad manager, @Computerweekly, U.K.;* ***Ervin Hansen****, online advertising manager, IDG Denmark.*

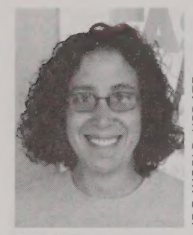
The discussions included shared experiences on how to create added value for online clients and meeting advertisers' needs. Agencies are very interested to know that IDG sites' content is localized, noted guest speaker Jamie Kerr-Elliott from Optimedia. In addition to original regional content, IDG sites need to clearly define their added value to advertisers and differentiate their site(s) from the competition. One way to accomplish this has been the implementation of online demographic surveys to provide advertisers with an accurate profile of Web site users. IDG European online surveys are developed and managed in-house, while U.S. sites tend to out-source demographic studies.

The panel explored whether or not user behavior studies, which show how site visitors use the Web to retrieve targeted content, are more influential than basic demographic studies. The GWSC will post demographic questions used in site surveys as a template for those interested in customizing their own surveys.

The second day focused on an overview of DoubleClick DART, the online ad serving solution used by 75% of all IDG sites. DoubleClick DART provides most IDG sites with the tools necessary to meet the different and growing needs of the company's worldwide advertisers. A DART representative came to each of the previous online meetings to provide training, and this year the training also included individualized sessions. This year, Chris Saridakis presented an update on DoubleClick's global capabilities and provided a sneak preview of

continued on page 7

noteworthy people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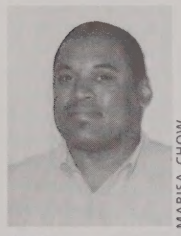
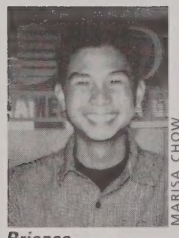
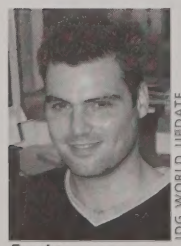
Radler

MERYL SALTER
Sugden


MARISA CHOW
Walton


MARISA CHOW
Briones

IDG WORLD UPDATE
Valdes


IDG WORLD UPDATE
Fersht

Promotions

PC Advisor Account Director **Iona Spencer** has been named advertising manager. "Not only will Iona be instrumental in spearheading our sales effort with both clients and agencies and coordinating this effort with IDG Global Solutions offices worldwide, but she will also ensure the smooth running of the sales department on a day-to-day basis," said *PC Advisor* Advertisement Director **Mark Foster**. "Iona's appointment comes at an important time for *PC Advisor*, as we put through yet another advertising rate increase this summer in line with our tremendous circulation growth and build on our success in moving to a firm and open rate card policy."

Also at *PC Advisor*, Classified Sales Executive **Michael Naughton** has been promoted to account executive. "Since joining the company two years ago, Michael has taken the classified section to rate card and doubled its yield, while at the same time becoming an integral part of the success of the whole team," said Advertisement Director Mark Foster. Michael will now be responsible for display clients in the London area as well as working on several key agency accounts.

PC World's **Lisa Radler** has been promoted from renewal billing manager to senior manager, Retention Marketing. "Lisa came to us from *Health Magazine* in 1995 and quickly made herself invaluable to our circulation marketing efforts," said **David Cobb**, director of circulation operations. "She has chalked up many successes since she joined our team, bringing her experience to our renewal and billing strategies. Most recently, Lisa executed — and is now managing — our Premium Package Insert program, which has introduced a new revenue stream for *PC World*. The program has been running well ahead of budget, and we are thrilled with its success to date."

New employees

Andy Sugden has joined IDC U.K. as the research manager for the European IT Market Center. Most recently he held a similar title at TBC Research Ltd., where he focused on business applications and services in the U.K. and Europe. Andy has a B.A. in business and IT from Manchester University in the U.K. and spends his free time playing rugby and five-a-side football.

Previously director of sales for Miller-Freeman's *Web 99*, **C. Wesley Walton** is now the associate publisher of *Publish*. He holds a B.A. in economics from Lehigh University in Bethlehem, Pa., and his hobbies include motorcycling and music.

Tomoko Negishi joins the *InfoWorld* staff as a circulation marketing specialist. She was previously an associate circulation manager with HyperMedia Communications' *New Media* magazine. She enjoys hunting for antiques, knitting and growing orchids.

Joma Briones is *GamePro*'s new editorial intern. He is currently studying for his B.A. in sociology at the University of San Francisco, where he also works part-time as a student assistant doing administrative work. Outside the office he does community work and is involved in cultural/ethnic studies.

The Industry Standard has hired **Jonathan Wright** as its IS manager. A self-taught computer expert and former "MIS informant" at *Wired* magazine, he enjoys soccer and beating his nephews at video games.

Executive Assistant to the CEO **Alison Valdes** comes to *The Industry Standard* from Milliam and Robertson, where she was an administrative assistant. She holds a B.S. in health education from the University of Maryland and enjoys music and camping.

Editorial Intern **Bevin Cummings** has joined *The Industry Standard*'s New York City office. She was previously an editorial intern at *Modern Bride*. A graduate of the Fashion Institute of Technology with a B.S. in international trade and marketing, she likes to explore New York's art galleries.

Research Manager/PC Displays **Bob O'Donnell** is based at IDC's Mountain View, Calif., office. No stranger to IDG, Bob has been a contributing editor to *InfoWorld* and is the author of IDG Books' *Personal Computer SECRETS*. He has a B.A. from the Program of Liberal Studies at the University of Notre Dame in South Bend, Ind., and enjoys music in his spare time.

Also in Mountain View, **Jennifer Nelson** has signed on as a client services representative. She was most recently an occupational therapist at the Children's Therapy Center. She has a B.S. in occupational therapy from San Jose State University and spends her off hours playing tennis, mountain biking and rollerblading.

PC World Senior Editor **Toni Bowers**, based in New Albany, Ind., is the content editor for TipWorld. She previously managed a line of computer sofware newsletters for The Cobb Group. Toni has a B.A. in English from the University of Louisville.

Transfers

Philip Fersht, most recently based in the U.K. as research manager for IDC's European IT Markets Center, has moved to IDC's Framingham, Mass., office to be consulting manager for the Global Research Services (GRS) group. He will head up major international research programs and assemble cross-technology and cross-region teams of analysts. "This is a newly created position which will draw upon Phil's previous experiences in the U.K. and drive new research directions within the GRS group," said Program Manager **Matt Toolan.**

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

13
Wally Clegg *Publish*

12
Karin Reitberger *IDG Germany*

9
Wally Palmer *InfoWorld*

8
Ai Fujinari *IDG Japan*

7
Naoko Kanda *IDG Japan*

5
Jeff Bodenmann *IDG Global Solutions*
Francine Gay *Computerworld*

4
Regina Snyder *IDG Books*
Jacalyn Pennywell *IDG Books*
Mary Cook *Laurentian Technomedia*
Howard Hsu *IDC Hong Kong*

3
James Schmith *IDG Books*

2
Kevin Burt *IDG Games Media Group*
Janet Withers *IDG Books*
Andrea Boucher *IDG Books*
James Doehrman *IDG Books*
Lisa Coleman *IDG Books*
Norman Tollinsky *Laurentian Technomedia*
Helen Jones *IDG Global Solutions*
Susanne Winker *IDG Germany*

1
Ivy Or *IDG Hong Kong*
Wendy Mattson *Mac Publishing*
Sheridan Klenk *IDG Books*
Terri Raffin *IDG Books*
David Mayhew *IDG Books*
Thomas Gaudet *Computerworld*
Elias Plastiras *IDG Australia*
Takayoshi Ouchi *IDG Japan*
Eliete Verissimo *IDG Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Wanted: IDG Calendar photos!

Entries are now being accepted for the 16th annual IDG Employee Photo Calendar Contest. The contest is open to all IDG employees worldwide. Twelve masterpieces will be selected for inclusion in the calendar—one could be yours!

You may submit up to two color or black-and-white prints or 35-mm slides. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos!

Entries must be received by **Monday, Sept. 13**. Send your entries to: IDG World Update, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A. Questions may be sent to world_update@idg.com

First, second and third place winners receive $250, $150 and $100, respectively.

Correction

Last week's "Coming up" calendar listing included two contact names for the IDG U.S. sales meeting. **Marion Kibbee** (marion_kibbee@idg.com) is the correct contact person.

Online meeting

continued from page 5

FRANK QUINN

Chris Saridakis of DoubleClick DART, the online ad serving solution used by 75% of all IDG sites, spoke about DoubleClick's global capabilities during the European Online Meeting last month.

the new user interface currently under development.

With DoubleClick reporting, sites can educate and work with clients to optimize click through rates (i.e., the approximate percentage of ad impressions that result in visits to an advertiser's site via an online ad). In Europe, use of DoubleClick tools such as frequency capping (limiting the number of times an individual user sees an ad), time-based targeting (biasing delivery of ads to specific time of day) and skewing the delivery of the banners to best performing creative (determining which ads generate the best click through, and showing those more frequently) are popular with both site owners and advertisers.

Much of the feedback and content ideas that keep the EOL fresh and productive come from the GWSC. "Many ideas for cross-site collaboration emerged from this quarter's meeting," said GWSC Director **Vicki Anderson**. "Through the GWSC Web site, we'll be able to keep the discussion and information-sharing going until we next meet in person." Besides offering ongoing discussion through its lists, the GWSC will post all presentations from the Barcelona EOL by the end of this week. A report and agenda is now available at www.supportcenter.com/general/meet/regional/EOLVreport.cfm..

The next online advertising meeting will be held in October at a location to be announced soon. Given the changing needs of the Web community within IDG, it is expected that a technical meeting will be held in conjunction with the sales/management sessions. While a Europe-led initiative, EOL welcomes any IDG Web site to send a representative.

For more information regarding the EOL meetings, contact Jill Hourston at jill_hourston@idg.net. For more information on the GWSC contact Vicki Anderson at anderson@supportcenter.com. WU

spotlight on the job

Pushing the envelope

You think you get some odd mail at work? You could have IDG Mail Services Coordinator **Andy Antioquia**'s job in San Francisco. A client once delivered 40 pounds of Alaskan king crab legs and Coho salmon — to an IDG employee who was no longer with the company. "We were forced to divide it up between ourselves," Antioquia said laughing.

Normally, though, Antioquia and his staff of two sort and deliver approximately 10,000 pieces of mail a week to the approximately 400 people in 13 IDG business units at 501 Second St. They also ship everything from computers to trade show equipment.

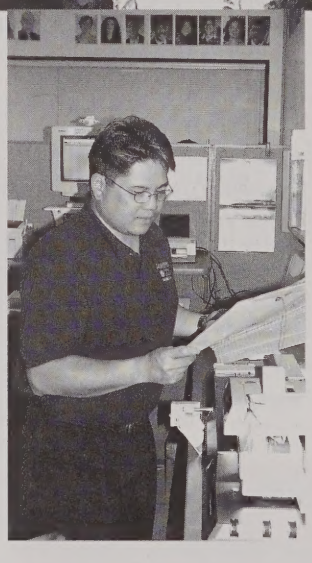
On a typical day, Antioquia arrives in the mailroom at 8:45 a.m., and turns on the UPS and U.S. Postal Service mail processing machines, which meter and stamp mail and produce mailing labels. Then he checks the mailroom e-mail and phone hot line; any messages left on either are usually from people wanting to know where their packages are. Missing packages are traced via the Web.

Next up, UPS and FedEx. There are volume reports from the previous day to run and incoming packages, which arrive between 9:00 a.m. and 10:00 a.m. to sort. Between 10:00 and 10:30 a private courier delivers the building's U.S. mail. It takes Mail Service Coordinators **James Mejino** and **Rio Peñas** approximately two hours to sort the mail into the white wire bins for each business unit.

After lunch, the bins and any outgoing mail left in them by employees are collected. Processing that mail takes the better part of the afternoon. Around 5:30 he runs the closing reports of the outgoing U.S. mail and UPS. "Then I go home, if I'm lucky," Antioquia said.

He said his biggest challenge is time management. "There's not enough of it," he said. "I split myself in half to try to get things done. I'm always having to ask myself which route do I want to take — the Work Harder approach or Work Smarter. Work Smarter usually wins out."

Any IDG employee looking for some free crab legs or perhaps a life-size cardboard Austin Powers cutout that says "Yeah, baby!" when anyone gets within three feet of it (also once delivered to the mailroom) should call Antioquia. It's pronounced "Anti-o-kee-ah." "I had a football coach who just called me 'Alphabet,' though," he said. WU



*Mail Services Coordinators **Andy Antioquia** (right) and **James Mejino** (left) are both originally from Hawaii, where Friday business-casual attire means Hawaiian shirts. "It was to bring back the spirit of 'aloha'," Antioquia said. "That and most of the tourist flights arrive on Friday and they wanted to promote the idea of Hawaii being paradise by having the tourists see everyone dressed in aloha shirts." Antioquia, Mejino and **Rio Penas** (center) continue the Friday tradition in San Francisco. At right, Antioquia sorts some of the approximately 10,000 pieces of mail that pass through the mail room each week.*

and finally

A magazine recently ran a "Dilbert quotes" contest asking for quotes from their real-life Dilbert-type managers. Our favorite:

As director of communications, I was asked to prepare a memo reviewing our company's training programs and materials. In the body of the memo I mentioned the "pedagogical approach" used by one of the training manuals. The day after I routed the memo to the executive committee, I was called into the HR director's office and told that the exective vice president wanted me out of the building by lunch. When I asked why, I was told that she wouldn't stand for "perverts" working in her company. Finally, he showed me her copy of the memo with her demand that I be fired, and the word "pedagogical" circled in red.

The HR manager was fairly reasonable and once he looked up the word in his dictionary and made a copy of the definition to send back to her, he told me not to worry. Two days later, a memo to the entire staff came out directing us that no words which could not be found in the local Sunday newspaper could be used in company memos. A month later, I resigned. In accordance with company policy, I created my resignation memo by pasting words together from the Sunday paper.

(submitted by a former employee of Taco Bell Corp.)

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

Network&Telecom
Les vainqueurs et les perdants en Europe
dossier spécial:
Storage Area Networks
La révolution wavelet
Croissance des télécoms belges plus importante que dans le reste de l'Europe
Voir page 65

Belgian licensee enters networking market

Publisher caters to audience with simultaneous French, Dutch editions

After launching *PC World Belgium* and *Publish Belgium* last year, IDG's Belgian licensee, Best of Publishing, is now taking on the networking arena with *Network & Telecom*. Introduced in May, the monthly magazine is available in both French and Dutch editions (at left).

Publisher **Jean de Gheldere** said the launch was set to coincide with a major trade show, Telecom Managers Association of Belgium, in Brussels. "The show attracts 12,000 telecommunications professionals," he said, "and this was a key opportunity to launch [the magazine] and become known immediately by the whole sector. [Belgium has] a market of 15,000 professional networking and telecom individuals, and the market is growing at some 30% per year."

Content from U.S. sister publication *Network World* currently makes up about 30% of the 80-page *Network & Telecom* (which is expected to increase to 96 pages in September) with the rest being locally produced. "We look forward to working closely with [IDG] in the Netherlands and France to help each other with our content," de Gheldere said.

***Lode Goukens** will serve as editor-in-chief of the new publication.*

The print run is now 20,000 copies, with 60% of

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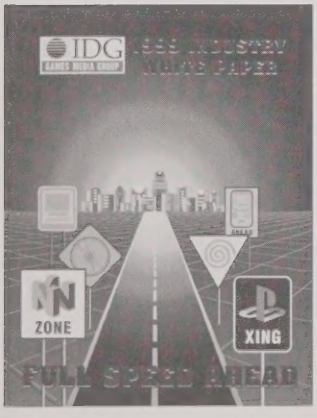
Games Media Group plays up industry white paper



The gaming industry is not all fun and games. There are pitched battles for market dominance, and the specter of censorship has sparked numerous debates. These issues and more are explored in IDG Games Media Group's comprehensive *1999 White Paper: Full Speed Ahead*, released last month.

The report takes an inside look at the 1998 gaming industry — from the console and PC markets to peripherals — and what effect 1998 will have on the future of the market for gaming publishers, developers and marketers. Industry experts also provide a look at how the Internet is changing the retail channels for games and how rating games' violence content continues to be an industry issue.

The annual study is based on interviews with 42 gaming industry executives and visionaries from all segments of the electronic entertainment industry.

This year the report also includes retail sales data from The NPD Group, an international marketing information firm based in Port Washington, N.Y., that provides consumer and retail sales tracking and research.

"This is a recap of 1998 and a look forward at the next few years, with the key industry executives giving their insight into where the market is going," said Project Manager **Kristin Shackelford**. "We're the only media company in the electronic gaming market to produce a comprehensive report for the industry. Over the years it has become an indispensable tool for the leading companies in our market."

"As we speed toward an exciting new era in the video and computer games marketplace it is more

continued on page 4

in brief newsworthy

PC World Latin America announces product awards gala in Miami

PC World Latin America will celebrate its fifth anniversary by sponsoring an awards gala honoring companies for providing the best products and services in Latin America. The first *PC World Latin America* Awards Gala will take place Sept. 27 at the Biltmore Hotel in Miami at the start of Comdex Miami '99.

The winners will be determined by a panel of judges composed of 20 *PC World Latin America* editors in nine countries across the region. Judges will use criteria such as performance, support, availability and affordability to determine winners in categories including Best Power PC, Best Notebook, Best Color Printer and Best Professional Quality Monitor.

"IT companies continue to exhibit a growing interest in Latin America with not only potential for regional socioeconomic development, but also an increasing demand for IT products," said **Trino Ramos**, publisher for *PC World Latin America*. "We wish to celebrate five years of *PC World* Latin America's success as a nexus to the region by honoring companies that have sought to fulfill this demand."

Judges include: **Franca Cavassa**, Peru; **Paulina Pardes**, Ecuador; **Jorge Espinosa**, Chile; **Nilsa Batista**, Panama; **Judith Santillan**, Mexico; **Adolfo Manaure**, Venezuela and Colombia; **Erick Murillo**, Central America; **Harold Rodriguez**, Venezuela and Colombia; **Alicdes Leon**, Venezuela and Colombia; **Oscar Lora**, Peru; **Miriam Contreras**, Argentina; **Elinet Medina**, pan-regional edition; **Emilio De Armas**, pan-regional edition; **Anabela Herrera**, Ecuador; **Anita Arraigada**, Chile, **Ignacio Trejos**, Central America; **Ricardo Castro**, Mexico; **Gabriela Rojas**, Venezuela and Colombia, **Norma Mena**, Argentina; and **Clara Inés de Claramunt**, Panama.

For more information, contact **Raisa Romaelle** at raisa_romaelle@idg.com. WU

A unique cooperative venture

PC World Latin America is a unique cooperative venture designed to take advantage of economies of scale while still providing localized publications that focus on the concerns of individual markets in the region.

Each month, the *PC World Latin America* editorial group, based in Miami, provides an 80-page core of editorial and ads to the 10 participating Latin American offices. The editorial represents a mix of material culled from the U.S. sister publication and translated into Spanish as well as original reporting focusing on issues of general interest to the region. Each individual office is responsible for adding at least 16 pages of local content.

The editorial staff at *PC World Latin America*, which is headed up by Publisher **Trino Ramos**, works closely with editors at each of the 10 local editions to ensure an appropriate selection of material. Local editions of *PC World* are currently circulated in Venezuela, Colombia, Ecuador, Peru, Chile, Argentina, Panama, Central America, Mexico and the Caribbean.

IDG Web publications number 250

IDG last week announced that its online network has reached a new milestone of 250 Web publications. With publications in 55 countries, the IDG Web Network (www.idg.net) is the largest global online network serving technology buyers.

Since January, IDG business units have launched more than 20 new sites including new Web publications in Europe, the Middle East, Asia, Latin America, and the U.S. Among the new titles: InternetGuiden (Sweden), PC World Egypt Online, Windows NT Advantage (U.S.), Solutions Integrator Online (U.S.), GameProWorld.com (U.S.), Ano 2000 & Euro (Spain), TechCentral (Ireland), Mobile World (Japan), LinuxWorld (Czech Republic).

"This latest wave of growth reflects our ongoing strategy of serving each buying audience with information tailored to its needs," said **Kelly Conlin**, president and CEO. "Collectively, our sites constitute the richest, most comprehensive store of technology information and the most useful and targeted array of technology advertising opportunities."

Since 1997, IDG has provided advertisers access to its entire online network through its Global Web Ad Network service. The IDG Global Web Ad Network provides "one-stop shopping" for global, pan-regional, and multi-site advertising programs. Since its inception, the IDG Global Web Ad Network has carried thousands of global and local programs, including multi-country advertising programs for IBM, HP, Intel, Microsoft, 3Com, Novell and others. WU

Coming up

IDC's Solutions Integrator Forum
Aug. 5-6
San Diego
Contact: Liz Gagliardi,
lgagliardi@idc.com
www.idc.com/events/sif

LinuxWorld Conference & Expo
Aug. 9-12
San Jose, Calif.
Contact: IDG Expo Management
www.linuxworldexpo.com

Software and eCommerce Investments and Adoption Patterns in Latin America
Aug. 19
Coral Gables, Fla.
Contact: IDC Latin America
tel: 305-267-2616
www.idcresearch.com/events

IDG U.S. Sales Meeting
Aug. 25-28
Del Coronado Hotel
San Diego
Contact: Marion Kibbee
marion_kibbee@idg.com

Advanced Information Technologies for Government
Sept. 9-10
Renaissance Hotel
Washington, D.C.
www.fcw.com/events/events.htm

European IT Forum
Sept. 12-14
Le Meridien Montparnasse
Paris
www.idcresearch.it/forum/itforum99/index1.html

back to basics

primer

Circulation

Shawne Pecar, *PC World's* vice president, circulation is this week's columnist.

Circulation jargon

Single copy sales: Copies sold at retail, commonly called newsstand sales.

Draw: Number of single copies distributed to retail newsstands.

Sell-through: Percentage of newsstand copies sold (% sale); calculated by dividing single copy sales by the draw.

Conversion: Subscriber who has renewed a subscription once.

Renewal or pure renewal: Subscriber who has renewed a subscription two or more times.

Fulfillment house: A service bureau that specializes in maintaining and managing magazine subscriber files. It processes and sends bills, renewal notices and issue labels, posts payments and handles customer service requests.

Soft offer: A subscription offer, that offers a risk-free trial issue so a new subscriber can sample the magazine and then decide to pay. If they decide they do not like the magazine, then they should write "cancel" on the invoice. This offer tends to have lower pay-up but nets more paid subscription orders than a "hard offer." It is commonly used to attract new subscribers and dominates the consumer paid magazine industry (79% of paid publications use it).

Hard Offer: A subscription offer that makes no mention of a risk-free issue. This offer tends to have higher pay-up but can net fewer paid subscribers than a "soft offer."

Q When and how do you decide to increase circulation in a paid publication?

A When a paid publication raises its circulation, it announces a new advertising rate base. Typically, many magazines will only raise their rate base once a year, and that tends to be near the beginning of a calendar year (i.e. January or February issues). All of these factors should be considered by the senior management team: how is the overall circulation vitality; is circulation delivering too much bonus over rate base (i.e. due to strong newsstand sales, higher renewal rates, higher direct mail response); how much will it cost to increase circulation; will advertisers pay higher advertising rates; and how does your circulation compare to your competitors. A complete strategy and financial plan needs to be developed.

Q Do newsstand sales vary every month or do they tend to run in fairly predictable numbers?

A Newsstand numbers can vary every month and from year-to-year. Many factors affect sales such as cover subject, cover story lines, cover design, what your competitors are doing, free premiums/giveaways polybagged with the magazine, cover price, point-of-purchase promotions, wholesaler consolidations and seasonality. January tends to be a good seller for most PC computer titles. The summer months tend to be weaker sellers for many magazines.

Q Is there a typical split that paid circulation publications rely on in terms of newsstand versus subscription sales? Which one is usually more or does that vary? What's the split for *PC World*?

A Most magazines try to maximize newsstand sales, but every market is different. A bridal magazine will obviously have more newsstand buyers than subscribers. However, in the U.S. most consumers have become accustomed to receiving their favorite magazines through the mail via subscription orders. In many other countries, people prefer to buy their magazines from the local newsstand. *PC World's* subscription/newsstand sales split is 87%/13%.

Q How important are premiums? What premium has pulled the best for *PC World*?

A Premiums are very effective for *PC World*. People like getting something for free, and the word "free" works in direct marketing. It is better when premiums are related to your editorial product. Our most successful premiums are a mouse pad with Windows 98 tips, icons and commands printed right on it; CD-ROMs containing shareware and demo software; a CD-ROM wallet; and editorial booklets written by our editors and/or IDG Books.

Q What is considered a good response from a direct mail campaign? What affects response?

A For paid magazines, a 2% net response is considered good. That means for every thousand direct mail packages mailed, you would receive 20 paid subscribers. Magazines mail from 500,000 to more than 5 million packages a year. Smaller mailings to your best, rented prospect lists will produce higher response rates. Larger mailings, which have to use more marginal lists, will produce lower response rates. Response rates can vary by list, offer, price, package design/creative, premium and timing of the drop (seasonality). It is important to test all of these elements throughout the year.

Q What is the most important tool in a paid circulation department?

A I could not run a paid circulation magazine without a good circulation model. Every subscription order by source and expire issue, including newsstand, is loaded into the model for the past year and future years. Statistics based upon past history are input to project how and when subscribers will pay and renew their subscriptions. The model is used for rate base management, paid circulation projections, print orders, subscription revenue projections, budgeting, and reforecasting.

At *PC World* we have just started using a new, state-of-the-art Excel model. It is easily updated each month by a CD-ROM, which contains our monthly order production by new and renewal sources, reinstates, cancellations and much more. This is an excellent example of how computer technology has helped circulation departments run their businesses better. As a matter of fact, I first learned circulation 18 years ago by working for a company that leased time so magazines could run their models on its mainframe computer. Now, it is all done on PCs. Thank goodness!

Shawne Pecar may be reached at shawne_pecar@pcworld.com.

Solutions Integrator to become Web-only publication

IDG's U.S. Channel Services Group announced last week that its business plan for the next fiscal year will focus on providing Web-based information for the newly emergent "Internet Integrator" community. As a result, the business unit will no longer publish *Solutions Integrator* as a print publication, with September being its final issue.

"While the decision to produce a Web-only product was a difficult one, we wanted to build a sustainable business, and we believe that this new model will build upon the fantastic relationship we have established with our audience."

"Our research shows that the Internet integrator has become a key market segment and the fastest growing," said Solutions Integrator Vice President and Editor-in-Chief **John Russell**. "IDC forecasts overall global IT service spending to grow at a healthy 17% while Internet professional services is growing at 58% annually. This new breed of Internet integrator, professionals who are helping to build a new e-world, are most effectively served by a focused, Web-based information product."

Russell noted that the company is also involved in sponsoring a number of events for the integrator community and plans to continue these efforts. An awards ceremony sponsored as part of an upcoming *Solutions Integrator* conference with IDC on Aug. 5, as well as a Smart Sourcing Conference and Expo the company is sponsoring in Chicago Sept. 13-15, will go on as planned, he said.

"While the decision to produce a Web-only product was a difficult one, we wanted to build a sustainable business, and we believe that this new model will build upon the fantastic relationship we have established with our audience," Russell said.

According to **Sue Murphy**, vice president of HR Human Resources Services Division/West, she and her colleagues have been meeting with all *Solutions Integrator* staff members whose jobs have been affected by this move to discuss other opportunities within IDG. Murphy noted that IDG Communications Inc. President and CEO **Joe Levy** has requested that no external candidates be hired for open positions until *Solutions Integrator* staff members have been considered.

Any hiring manager interested in speaking with a member of the *Solutions Integrator* staff may contact Murphy at 415-978-3276 or HR Manager **Trish Sur** at 650-524-7102. WU

Games industry alive, well and growing

Among the findings highlighted in IDG Games Media Group's *1999 White Paper: Full Speed Ahead* were the following:

- The U.S. interactive electronic entertainment industry posted $6.6 billion in revenue in 1998, an all-time high.
- Sony Computer Entertainment America's PlayStation unseated Nintendo's N64 as the console market leader, although Nintendo's Game Boy Color introduced video games to a new, second generation of gamers.
- The Internet and 3-D technology will have the largest effect on the future of the gaming industry. The Internet will offer online network play and online distribution of games, while advancements in 3-D technology will create new genres of interactive, "movie-like" games.
- The issue of violence-in-games and game advertising has never been more important. Educating the public about existing ratings systems and showing self-restraint with violent game content and developing high creative standards in game advertising is critical to the future of the industry.

Games Media

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important than ever that we gather as much information and insight as possible about the coming years," said **John Rousseau**, president and CEO of the IDG Games Media Group and publisher of *GamePro* magazine. "The past year's record growth has created an unprecedented level of excitement and enthusiasm amongst our interviewees, resulting in what is surely our best report to date."

Shackelford said the white paper "has become an important part of the high level of service that *GamePro* magazine and IDG Games Media Group provides to our industry. And it is also highly valued by the investment banking community and the mass media."

The white paper, which has a print run of 1,000, is distributed via order placement and through Games Media's marketing and sales team. "There were flyers and order forms at [Electronic Entertainment Expo]," Shackelford noted, "and a press release on PR Newswire that generated a lot of response. Basically, it's word of mouth, and after seven years people look forward to its release."

"We spent hundreds of hours sifting through the wealth of ideas and visions gathered during our interview process," said **Wes Nihei**, editor-in-chief of *GamePro*, who conducted the interviews along with Rousseau and GamesProWorld.com Vice President/General Manager **Cyndy Sandor**. "The resulting report is a valuable blend of expert opinions and data."

San Francisco-based IDG Games Media Group produces *GamePro* magazine and its *NetPro* supplement and the GameProWorld.com Web site (www.gameproworld.com), as well as the annual white paper.

The *1999 Industry White Paper: Full Speed Ahead* is available online at www.gamepro.com/events/whitepaper/index.html. For more information, contact Kristin Shackelford at 415-978-2264 or kshackelford@gamepro.com. WU

Job Opportunities -July 26, 1999

Features Writer (CIO)
CIO Communications is seeking a Features Writer to join its Editorial Team. In this position, you will be responsible for writing feature articles and other shorter items; working closely with editors and cross-functional issue teams on story development, direction and focus, assisting in the idea generation process and attending media events. Ideal candidates will possess a college degree and 2-5 years of feature writing experience. Experience with business and or business writing preferred. Title and salary will be commensurate with experience. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Associate Research Analyst, IRS/CIA (IDC)
IDC's Investment Research Services/Custom Information Access program provides customer defined research support to a variety of organizations: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology related vendors, accounting/consulting firms, and semiconductor vendors. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Some responsibilities include; client management, inquiry support, custom project management (client driven & program specific) and maintain knowledge of IDC products and all segments of the IT industry. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sales Operations Coordinator (IDC)
The Sales Operations Coordinator will work with the Director of Sales Operations as project manager for sales initiatives including sales automation, customer databases, lead tracking, customer service, and training. Job responsibilities will include requirements gathering, project scheduling and updates, coordination with end-users, IT development and IT training staff. The successful candidate will have excellent written and oral communication skills and the ability to work with individuals at all levels of the organization. They will also have a technical, sales/marketing, and/or operations background and be highly process and detail-oriented. Project management experience, Lotus Notes, Windows 95, and Office 97 required. Microsoft Project and Notes/database development experience a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Quality Assurance Engineer (IDC)
IDC's Interactive Products & Services Group is currently looking for a Quality Assurance Engineer to be responsible for ensuring top quality standards for our interactive product line, including our Internet site. Specifically, the ideal candidate would be responsible for testing problem reports and new product features, and performing routine system maintenance. Other critical responsibilities include conducting regression and limits testing, where appropriate, on new software systems, and testing and confirming bugs. The role of the Quality Assurance Engineer is instrumental in release approvals and QA planning. The candidate will have experience in testing and formal quality assurance of software, familiarity with Internet, Lotus Notes, SQL Server. Exposure to Win95, Office 95/97 desirable. College graduates preferred.
Location: Framingham, MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Client Support Coordinator (IDG)
IDG's Business Support Group is looking for a Client Support Coordinator to work in their busy Information Services Department in Framingham. Responsibilities include, configuration and staging of PCs, first and second level desktop support, troubleshooting of issues or problems with client desktops, networks, and various servers. The Client Support Coordinator will also participate in project work where required, work to introduce new technologies, and participate in daily systems checks. Candidates must have proven experience with hardware and software support, exhibit excellent customer service and communications skills, be comfortable meeting deadlines, demonstrate the ability to handle multiple priorities and have attention to detail. A degree in Information Systems preferred. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: N/A, Email: ecjobs@idg.com

Desktop Support Specialist (IDG)
The Desktop Support Specialist will support, upgrade and maintain the network, desktops, laptops and servers located at IDG's Corporate Support Center in Boston. Responsibilities include the support of desktop applications such as MS office 95/97, MS Access and Inncoulan virus protection as well as the support of several remote networking clients. The ideal candidate must have a knowledge of Wide Area Networking, ISDN, Shiva remote access, be proficient in Windows NT, 3.51 and 4.0, Windows 95 and 98 and Macintosh System 7x and 8x. and have experience with Novell 3.1, Lotus Notes Mail and Arcada Backup Exec. Proven experience with hardware and software support, strong troubleshooting skills, excellent customer service and communications skills, the ability to meet deadlines, and ability to handle multiple priorities is required. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: N/A, Email: jessica_aten@idg.com

Mail Services Coordinator (IDG Central Services)
Responsibilities include sorting and delivering USPS, UPS, Fed Ex, and interoffice mail according to department schedule, effectively using all shipping equipment, i.e. postal meter, UPS meter, and Fed Ex Powership system, and serve as a back up to the Receptionists. Must be highly energetic, service-oriented, organized, possess good communication skills, have the ability to research cost-effective shipping methods and be able to juggle multiple tasks. High school diploma and at least two years experience in a business environment required. *Location: San Francisco, CA*
Contact: S. Lynn, Fax: 415-974-7404, Phone: 415-978-3337, Email: sheila_lynn@publish.com

Customer Service Manager (IS)
The Customer Service Manager will be responsible for creating, implementing, and managing the corporate customer service strategies that will enable all customer inquiries to be handled in an streamlined, effective and efficient manner. Duties include but are not limited to working with the Consumer Marketing Director and Online General Manager to develop strategies to create a comprehensive customer service plan, analyzing and creating reporting packages to monitor statistics, and managing the customer service process at The Industry Standard and two remote locations as well. The ideal candidate must have 3 - 5 years experience in a customer service management role with proven track record. Strong analytical, quantitative, interpersonal, and project management skills are required. Knowledge of the internet industry and publishing experience is a definite plus. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Promotion Assistant (IS)
The Promotion Assistant will be responsible for the creation, implementation, tracking and reporting of multiple promotion projects as designated by the Consumer Marketing Manager. Duties include but are not limited to managing all new magazines subscriptions sources, print and online subscription agent program, and the email newsletter subscription program. The individual will also be involved in implementing online promotions and database marketing programs . The ideal candidate will have 1 - 2 years experience in a similar support position, preferably in magazine or internet publishing. Must have strong PC, project management and written and oral communication skills. Knowledge of the internet industry plus. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Office Administrator (IS)
The Office administrator will be responsible for facility service requests (including repairs, maintenance, adds, moves and changes) coordinate and assist with new hire workspace setup and provide receptionist coverage for our New York office. Other duties will also include but are not limited to answering incoming calls, greeting visitors & coordinating conference room schedules. The ideal candidates must have 2+ years experience in office administration or related office experience. Must have strong interpersonal skills with the ability to handle multiple projects simultaneously. In addition the candidate must have professional and positive attitude, and work well under pressure. Computer literacy with working knowledge of Microsoft Office, strong written and oral communications skills are essential as well. This position will report to the Facilities Manager in San Francisco. *Location: New York, NY*
Contact: S. Johnson, Fax: 415-733-5401, Phone: 415-733-5418, Email: sabrinaj@thestandard.com

Design Associate (Mac Pub)
Macworld is looking for a Design Associate to become part of the Macworld editorial design team. The successful candidate will have at least 2 to 3 years of experience in print design and production. He/she must be fluent in QuarkXPress, Adobe Illustrator and Adobe PhotoShop on the Macintosh. We're looking for someone who's detail-oriented, organized and able to work effectively with editors and designers to create high-quality layouts and graphics on tight deadlines. Experience in working with photographers and illustrators is a plus. *Location: San Francisco, CA*
Contact: E. Leishman, Fax: 415-442-0766, Phone: 415-243-3639, Email: eleanor_leishman@macworld.com

Online Advertising Coordinator (Mac Pub)
This candidate will be responsible for the timely posting and monitoring of online advertising on the various web sites for Mac Publishing. Responsibilities will include preparing, maintaining and monitoring availability reports, and fielding sales rep. inquiries. The ideal candidate must be well organized and detail oriented and he/she must have ad trafficking experience (print and, or preferably online). A familiarity with HTML and online software is required.
Location: San Francisco, CA
Contact: S. Spingola, Fax: 415-243-3657, Phone: 415-243-3558, Email: steve_spingola@emediaweekly.com

Account Manager (NW)
Our Direct Response Advertising department has an opportunity available for an Account Manager to handle inside sales of the Midwest region, Washington state and Canada at our headquarters in Framingham, MA. Key responsibilities include prospecting new accounts (leads are provided), servicing existing advertisers and selling back of the book advertising space as well as card decks for Direct Response Advertising. The Account Manager will establish meaningful relationships with small to mid-size high tech companies and ad agencies. He/she will proactively seek out new business by following up on sales leads and staying on top of industry information and competitive publications. Must be a self-starter, organized, a team player, and must enjoy working primarily on the phone. The position is an integral part of a department of seven people, reporting to the Director of Direct Response. Training will be provided. Experience within a publishing or high tech environment helpful and prior sales experience is desired. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

VP, Business Development (NW)
Network World is seeking a seasoned business executive with a proven track record of identifying and creating new business opportunities. As VP of Business Development, this individual will assess current market conditions and recommend new business opportunities as well as identify existing areas for growth and expansion for print, and especially online and events. Individual will oversee Network World Professional Development Group (PDG), which produces fast growing seminars in the high tech field, as well as Network World Fusion, the publication's web site For PDG, the individual will have staff and P&L responsibility. Relative to Network World Fusion, individual will oversee all online initiatives and act as primarily liaison with WebIDG, a new IDG business unit focused on maximizing IDG's position in the web market. Qualified candidates must have 6-8 years of proven management experience, MBA a plus. Individual must have entrepreneurial spirit and experience in IT industry. Excellent communication, interpersonal and negotiation skills and the ability to work effectively with all levels of an organization are a must.
Location: Framingham, MA
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Human Resources Representative (NW)
Looking to be challenged in a growing, dynamic environment? Network World is seeking a Human Resources Representative to work with the VP of Human Resources. Individual will provide dedicated HR services to several departments (approximately 100 employees). Working in partnership, individual will provide HR services in recruitment, training and development, compensation, benefits, employee relations and organizational development. Opportunity to lead as well as participate in various human resources related projects. Qualified candidates must have 3-5 years experience in Human Resources and must have working knowledge of each HR discipline. Bachelor's degree preferred. Individual must also have strong organizational, interpersonal, customer service and communication skills. Individual must be able to work well independently and be proficient with Microsoft office, the Internet and HRIS/database management, preferably PeopleSoft. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Client Services Manager, PCWCI Information Systems (PCW)
Reporting to the Director of Information Systems, the Client Services Manager will be responsible for end-user hardware and applications software support for PC World Communications and West Coast operations for WebIDG. He/she will establish standards, oversee Help Desk operations, handle delivery and installation of new equipment, upgrade and maintain consistency across applications, manage inventory and licensing, and troubleshoot systems across all client computing platforms. The Client Services Manager will set, monitor and enforce quality, client service and customer satisfaction standards, and will ensure the IS Specialist team remains unwaveringly end-user focused. Candidates should possess a flair for customer service, and combine exceptional interpersonal, project and staff management skills with 4+ years background on advanced PC- and Mac-based platforms. Clear written communications, the ability to hire, train and motivate staff, and proven ability to deliver projects on deadline are essential; previous financial management experience a plus. *Location: San Francisco, CA*
Contact: N. Noble, Fax: 415-442-1891, Phone: 415-978-3361, Email: norman_noble@pcworld.com

Performance Analyst (PCW)
This member of PC World's Test Center team will develop and perform tests and analyze results for a broad variety of PC hardware and products. Requirements include a thorough understanding of PC 's and Windows technologies and experience in a PC hardware and business software environment. Performance measurement and benchmarking experience would be a plus. Knowledge of modem, printer, monitor or graphics technologies preferred. Candidates should have a bachelor's degree or equivalent. *Location: San Francisco, CA*
Contact: N. Miller, Fax: 415-546-1673, Phone: 415-974-7338, Email: nancy_miller@pcworld.com

Copy Editor, GameProWorld (WebIDG)
This Copy Editor is responsible for copy editing and proofreading copy for the GameProWorld site and monitoring the smooth flow of copy from editorial to production. He/she will also update edit trackers and production schedules, ensure that daily and weekly deadlines are met, and provide backup to the managing editor function. Requirements include 2 to 3 years' copy editing experience, knowledge of The Chicago Manual of Style, and experience with MS Word and Excel. Candidates must be able to work well under pressure, adhere to daily deadlines, and work as a team player.
Location: San Francisco, CA
Contact: A. Barosso, Fax: 415-975-2630, Phone: 415-978-2214, Email: abarosso@games.idg.com

Editorial Director (WebIDG)
The Editorial Director acts as the senior editorial manager for all editorial properties. The top editor for each property reports to this person. Responsibilities include: acting as guardian and repository of the editorial voice of the publications, helping editors plan editorial direction and strategy, acting as cross-pollination facilitator among publication editors, maintaining consistent editorial voice of the various established publications in other projects (i.e. marketing releases, sales efforts, joint projects, etc.), and taking part in staffing issues within editorial department. Also you must oversee and manage budget process for the established editorial side of WPI, help develop and maintain PR channels for the publications, spearhead any established properties-related special projects, act as editorial liaison between Ongoing properties and New Business Development, (and take lead as editorial idea resource for the NBD side), as well as other duties. *Location: San Francisco, CA*
Contact: M. McCarthy, Fax: 415-267-1732, Phone: 415--267-1727, Email: mac@wpi.com

Senior Producer, Webshopper (WebIDG)
The Senior Producer is responsible for the production and maintenance of Webshopper's e-commerce Web site. He/she will supervise a team of production, design, technical, and editorial employees who together will create new features for the site and update the current site. He/she will maintain the product catalog, making sure that product information is correct and properly loaded and that products are categorized correctly. Additionally, he/she will supervise the creation of several Webshopper newsletters and will write some copy for featured products and newsletters. Candidates should have a minimum of 2 years editorial management experience. Some technical knowledge and an understanding of Web production would be ideal. *Location: San Francisco, CA*
Contact: A. Eisner, Fax: 415-975-2664, Phone: 415-974-7438, Email: andrew_eisner@pcworld.com

Asst. Online Producer (WebIDG)
The Asst. Online Producer (AOP) will be directly involved with the production and implementation of content areas within the WEB IDG Games Division Group's presence on the Internet/World Wide Web, America Online, CompuServe, Prodigy, the Microsoft Network, and other platforms as necessary. The AOP has specific responsibility for creating or modifying online templates from approved designs, coding HTML documents, posting documents to online services, quality control and error-checking of online products, and the creation and maintenance of mailing lists. In addition, the AOP will produce and/or maintain a variety of interactive elements such as surveys, discussion forums, guestbooks, charts, and graphics and chat areas for wide variety of online platforms. The AOP will be required to master the technical skills associated with creating and modifying content on each platform, including HTML , CGI scripting and other tools as required. *Location: San Francisco, CA*
Contact: M. Wallace, Fax: 415-974-7491, Phone: 415-978-3240, Email: marcale_wallace@pcworld.com

Online Producer (WebIDG)
The Online Producer is charged with overall responsibility for, and directly manages, the production of all-periodic online editorial projects and content products. Working closely with the Director of Product Development, the Online Producer will have primary and autonomous responsibility for the development and implementation of daily, weekly and monthly online editorial products for GamePro World.com and any other special sections on the GamePro World Network of sites, and other products and services as assigned by the Director of Product Development. *Location: San Francisco, CA*
Contact: M. Wallace, Fax: 415-974-7491, Phone: 415-978-3240, Email: marcale_wallace@pcworld.com

Regional Sales Manager (WebIDG)
WebIDG, an exciting new IDG Internet company is currently seeking an East Coast Regional Sales Manager for its gaming division (Gameproworld.com). Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. The Regional Sales Manager will be responsible for selling online advertising in the Eastern region, cultivating new business opportunities & expanding existing accounts. This hands-on manager will manage the territory for GameProWorld.com in a satellite office environment. Requires a minimum of 2 years proven online sales experience, in-depth knowledge about Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. Must be a dynamic, self-starting, detail-oriented team player who excels in a fast paced, competitive & FUN sales environment. The ideal candidate will have a proven track record in online advertising sales within the electronic entertainment, consumer or high-tech fields. *Location: East Coast*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

BU	Category	Title	Location	Contact	Phone#	Fax #
CIO	Ad Sales	Regional Sales Manager	Falls Church, VA or Reston, VA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Bus Dev	Director, Recruitment Programs	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Bus Dev	Program Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	Features Writer	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Finance	Financial Manager	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	On-line	On-line Account Executive, CIO.com	San Francisco, CA or Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	On-line	Web Writer	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	PR	Senior Media Relations Executive	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Systems	System Administrator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
Comp Curr	Edit	Senior Editor	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Ad Sales	Field Marketing Executive	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Art/Design	Graphic Designer	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Copy Editor	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Feature Writer	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Managing Editor - Custom Publishing	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Project Manager/Associate Editor - Custom Publishing	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Senior Writer	San Mateo, CA or Framingham, MA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Events	Events Operations Manager	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	On-line	On-line Reporter	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Account Director	Rochelle Park, NJ	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Program Manger for Growth Markets	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Western Regional Director of Custom Publishing	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Systems	Systems Administrator	Framingham, MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
FCW	Ad Sales	District Sales Manager	Falls Church, VA or New York area	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Ad Sales	District Sales Manager	Boston, MA or New York, NY	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Ad Sales	Regional Sales Managers	West & East Coasts	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Finance	Business Manager	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Group Operations Coordinator, Publishing Services & Technologies	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Admin	Office Administrator, Latin America Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Edit	Copy Editor	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Exec	Vice President/Chief Technology Analyst, End User Business	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Finance	Billing Accountant	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Associate Research Analyst, IRS/CIA	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Research Analyst, Storage	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Consulting Manager, Latin America IT Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Inquiry Analyst, Softwaret	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Manager, Investment Research Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Program Director, Internet & eCommerce Strategies	Framingham, MA or Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Program Director, Latin America IT Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Analyst, Channels	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Consumer Devices	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Research Manager, Small Business/Home Office	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager/Director Java Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager/Director, Server Operating Environments	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager/Sr. Research Analyst, Semiconductors	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Senior Analyst, Internet & eCommerce Strategies	Mt. View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Internet & eCommerce Strategies	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Latin America Software	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Worldwide Quarterly Server Tracker Program	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Sales	Client Service Representative, Growth Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Manager, Strategic Accounts	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Operations Coordinator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Industrial/Financial Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, IT Advisor	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, User Accounts	Framingham, MA	E. Mazzaglia	P: 508-935-4649	F: 508-935-4610
IDC	Systems	Application Development Specialist	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Director, Interactive Products Architecture	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Systems	Intranet Development Engineer	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Manager, Desktop Services	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Senior Systems Administrator, Security	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Web Content Coordinator	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Systems	Web Development Engineer	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Systems	Web Development /Administrator	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Tech	Customer Support Representative- Interactive Products	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Tech	Manager, Client Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Tech	Quality Assurance Engineer	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC East Central Europe	Sales	Business Development Manager, IDC East Central Europe	Prague, Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Asia/Pacific	Rsch	Senior Analyst, Commercial Systems & Servers, IDC Asia/Pacific	Singapore	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Asia/Pacific	Rsch	Senior Analyst/Regional Program Manager, Telecomm, IDC Asia/Pacific	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Rsch	Research Analyst, IT Services, IDC Australia	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Senior Analyst/Program Manager, Telecommunications Research, IDC Australia	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Sales	Account Manager	Sydney, Australia	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications Research, IDC Beijing	Beijing, PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Benelux	Rsch	Associate Analyst, Network Support & Integration Services, IDC Benelux	Amsterdam, Netherlands	M. Canning	P: +31-20-6692-721	F: +31-20-617-5566
IDC Benelux	Rsch	Research Analyst, IT Outsourcing Markets, IDC Benelux	Amsterdam, Netherlands	M. Lukacs	P: +31-20-4089-508	F: +31-20-617-55-66
IDC Canada	Rsch	Consulting Director, IDC Canada	Toronto, Canada	K. Ellis	P: +416-369-0033 x224	F: + 416-369-0419
IDC Canada	Rsch	Senior Research Analyst, Software Research, IDC Canada	Toronto, Canada	D. Marshall	P: +416-369-0033	F: +416-369-0419
IDC Central Europe/Switzerland	Sales	Business Development Manager, IDC Central Europe/Switzerland	Zurich, Switzerland	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Rsch	Senior Research Analyst, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Sales	Sales Manager, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, European Vertical Markets, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Sales	Business Development Manager	TBD	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Nordic	Rsch	Research Director, European Internet Market, IDC Nordic	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDC Nordic	Systems	Web Master, IDC Nordic	Copenhagen, Denmark	P. Anderson	P: +45-39-16-22-30	F: +45-39-18-44-48
IDC Singapore	Sales	Account Manager	Singapore	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDG	Exec	Director, Recruitment Programs	East or West Coast	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	Finance	Associate Credit Analyst	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	HR	Benefits Analyst	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
IDG	HR	Compensation Analyst	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
IDG	HR	Training Coordinator	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Systems	Applications Support Specialist	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Systems	Client Support Coordinator	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Systems	Desktop Support Specialist	Framingham, MA	J. Aten	P: N/A	F: 508-935-4600
IDG	Tax	Senior Tax Accountant	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG Central Services	Admin	Mail Services Coordinator	San Francisco, CA	S. Lynn	P: 415-978-3337	F: 415-974-7404
IDG Central Services	Admin	Receptionist	San Francisco, CA	S. Lynn	P: 415-978-3337	F: 415-974-7404
IDG Central Services	Facil	Facilities Planner	San Francisco, CA	T. Simms	P: 415-974-7327	F: 415-267-1771
IDG Central Services	Finance	Accounting Administrator	San Francisco, CA	P. Murphy	P: 415-267-1710	F: 415-267-1732
IDG Central Services	Finance	Advertising Account Services Administrator	San Francisco, CA	K. Greene	P: 415-974-7407	F: 415-267-1747
IDG Communications	Admin	Sales Administrative Assistant	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG Communications	Mktg	VP, Marketing	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG Games Media Group	Admin	Ad Coordinator	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG Games Media Group	Edit	Associate Editor	San Francisco, CA	K. Skaggs	P: N/A	F: 650-349-8347
IDG Games Media Group	Edit	Copy Editor	San Francisco, CA	K. Skaggs	P: N/A	F: 650-349-8347
IDG Games Media Group	Edit	Senior Editor	San Francisco, CA	K. Skaggs	P: N/A	F: 650-349-8347
IDG Games Media Group	Mktg	Retail Marketing Specialist	San Francisco, CA	F. Mao	P: 650-349-1598	F: 650-349-4300

IDG Games Media Group	Sales	Regional Sales Manager	New York, NY	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG Global Comm	Systems	Unix Systems Administrator	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG List	Sales	Account Executive	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4800
IDG List	Sales	Account Executive	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4800
IDG/B	Admin	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Art/Design	Design Specialist - Cover Production	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Copy Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Custom Development Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Development Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Training/QA Development Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Finance	Accounts Payable Representative	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Finance	Accounts PayableSupervisor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Finance	Sr. Accountant	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	HR	HR Specialist	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Publishing Counsel	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Administrative Assistant, Marketing	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Consumer	Foster, City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Consumer	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	On-Line	Web Developer	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	On-Line	Web Support Specialist	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Operations	Database Coordinator, Inventory Control	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Inventory Analyst	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Inventory Control Clerk	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Shipping Supervisor	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	PR	Public Relations Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Advertising Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Associate Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	Corporate Events Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Graphics Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Page Layout Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Page Layout Technician	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Production Assistant	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Production Coordinator (interior)	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Prod	Production Director	Indianapolis, IN	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Supervisor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Sr. Production Coordinator	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Sales	Corporate Account Manager	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Part-time Merchandisers (2 openings)	Various	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Sales Support Associate	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Sales	Special Sales Account Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Senior Systems Technician	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	System Analyst	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/CN	Ad Sales	VP, Business Development (3)	CA/NJ/MA/TX	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG/CN	Finance	National Accounts Analyst	San Francisco, CA	A. Hub	P: 415-705-6421	F: 415-676-3032
IDG/CN	Rsch	Director, Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IFW	Edit	Copy Editor (2 Positions)	San Mateo, CA	HR Dept.	P: N/A	F: 650-312-0668
IFW	Edit	Editorial Assistant	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Reporter	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Senior Editor, Opinions	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	HR	HR Administrator	San Mateo, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IFW	HR	Human Resources Manager	San Mateo, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IFW	R&T	Associate Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	R&T	Technology Analyst (2 openings)	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Account Manager	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Ad Director	San Mateo, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IFW	Sales	District Sales Manager	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Regional Sales Manager	Southeast. Preferably Atlanta or Washington D.C. area.	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Sales Associate	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IGS	Sales	Director of International Accounts - Growth Accounts (2 positions)	Open (East/West Coast)	G. Pohlman	P: 415-676-3019	F: 415-331-0881
IGS	Sales	Global Accounts Director	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IGS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IPS	Admin	Administrative Assistant	Boston, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
IS	Art/Design	Jr. Designer	San Francisco, CA	N. Chiala	P: 415-733-5470	F: 415-733-5403
IS	Bus Dev	Manager of Directories	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Circ	Customer Service Manager	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Circ	Promotion Assistant	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Confer	Conference Coordinator	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Edit	Production Coordinator	San Francisco, CA	N. Chiala	P: 415-733-5470	F: 415-733-5403
IS	Facil	Office Administrator	New York, NY	S. Johnson	P: 415-733-5418	F: 415-733-5401
IS	Mktg	Research Manager	San Francisco, CA	K. Zeida	P: 415-733-5449	F: 415-733-5402
IS	On-line	Web News Reporter	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	On-Line	Associate Producer, Special Reports & Syndication	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5402
IS	On-Line	Web News Reporter	New York, NY	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	On-Line	Web Production Assistant	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5401
IS	Prod	Digital Ad Coordinator	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Prod	Director of Production	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Sales	Director of Advertising Sales	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IS	Sales	Sales Associate	San Francisco, CA	C. Lucanegro	P: 415-733-5437	F: 415-733-5401
IS	Tech	Director of Technology	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
Mac Pub	Ad Sales	Sales Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Art/Design	Design Associate	San Francisco, CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	Edit	Copy Editor	San Francisco, CA	C. Breen	P: 415-975-2272	F: 415-442-0766
Mac Pub	On-Line	Online Advertising Coordinator	San Francisco, CA	S. Spingola	P: 415-243-3558	F: 415-243-3657
Mac Pub	On-Line	Product Manager	San Francisco, CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	On-Line	Web Production Assistant	San Francisco, CA	J. Cheney	P: 415-243-3541	F: N/A
NW	Ad Sales	Account Executive	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Ad Sales	Account Manager	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Admin	Mailroom Assistant	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Admin	Sales Assistant	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Bus Dev	VP, Business Development	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Confer	Event Production Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Edit	Features Editor	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Edit	Features Reporter	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Edit	Senior Editor	Framingham, MA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Events	Event Planner	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	HR	Human Resources Representative	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Mktg	Marketing Specialist	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	On-Line	Web Producer	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Operations	Sales Operations Manager	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	PR	Public Relations Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	D. Caldwell	P: 508-820-7472	F: 508-820-3340
NW	Sales	Account Manger, Seminars and Events	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Sales	Sales Representative	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-3340

NW	Sales	Senior District Sales Manager	Irvine, CA	M. Brunaccini	P: N/A	F: 508-820-3340
PCW	Ad Sales	Account Manager	San Francisco, CA	B. Hanck	P: 310-312-8008	F: 310-312-8048
PCW	Ad Sales	Ad Sales Coordinator	San Francisco, CA	P. Owen	P: 415-978-3298	F: 415-442-1891
PCW	Ad Sales	Sales Associate	Irvine, CA	S Green	P: 949-442-4021	F: 949-250-4881
PCW	Admin	Administrative Assistant	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Circ	Manager, Single Copy Sales	San Francisco, CA	C. Stephenson	P: 415-978-3166	F: 415-442-1891
PCW	Edit	Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-442-189
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-189
PCW	Edit	Senior Editor, Reviews	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Sales	Sales Account Manager	Rochelle Park, NJ	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Sales	Sales Account Manager	Los Angeles, CA	B. Hanck	P: 310-312-8008	F: 310-312-8048
PCW	Systems	Client Services Manager, PCWCI Information Systems	San Francisco, CA	N. Noble	P: 415-978-3361	F: 415-442-1891
PCW	Testing	Performance Analyst	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-546-1673
Publish	Edit	Associate Editor	San Francisco, CA	M. Naman	P: N/A	F: 415-975-2613
The Webby Awards	Sales	Director of Sales and Marketing	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
WebIDG	Ad Sales	Ad Director	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WebIDG	Ad Sales	On-line Account Executive	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
WebIDG	Ad Sales	Senior VP, Sales and Marketing	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Art/Design	Creative Director	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Art/Design	Online Designer, Editorial	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-442-1891
WebIDG	Bus Dev	Editor-In-Chief	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	Bus Dev	VP, Business Development, Global Products Group	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	Edit	Assistant Editor	San Francisco, CA	L. Neves	P: 415-978-2239	F: 415-975-2610
WebIDG	Edit	Associate Editor	San Francisco, CA	L. Neves	P: 415-978-2239	F: 415-975-2610
WebIDG	Edit	Associate Editor	San Francisco, CA	P. Olafson	P: 415-978-2229	F: 415-975-2630
WebIDG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
WebIDG	Edit	Copy Editor	San Francisco, CA	A. Barosso	P: 415-978-2214	F: 415-975-2630
WebIDG	Edit	Copy Editor, GameProWorld	San Francisco, CA	A. Barosso	P: 415-978-2214	F: 415-975-2630
WebIDG	Edit	Editorial Director	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Edit	Editorial Director	San Francisco, CA	M. McCarthy	P: 415--267-1727	F: 415-267-1732
WebIDG	Edit	Executive Editor, Linuxworld	San Francisco, CA	M. McCarthy	P: 415--267-1727	F: 415-267-1732
WebIDG	Edit	Features Editor	San Francisco, CA	P. Olafson	P: 415-978-2229	F: 415-975-2630
WebIDG	Edit	Senior Producer, Webshopper	San Francisco, CA	A. Eisner	P: 415-974-7438	F: 415-975-2664
WebIDG	Mktg	Director of Marketing	San Francisco, CA or Southborough, MA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	on-line	On-line Operations Assistant	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
WebIDG	On-line	Assistant Editor, CNN Web Programs	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	On-line	Assistant Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
WebIDG	On-line	Assistant Editor, Reviews, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
WebIDG	On-line	Associate Editor, Here's How	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
WebIDG	On-line	Associate Editor, Reviews	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
WebIDG	On-line	Desktop Analyst	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG	On-line	Director, Business Development, Enterprise Products Group	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG	On-line	Executive Editor, PC World On-line	San Francisco, CA	C. Baskin	P: N/A	F: 415-267-1739
WebIDG	On-line	Executive Editor, Reviews	San Francisco, CA	C. Baskin	P: N/A	F: 415-267-1739
WebIDG	On-line	News Editor, Wire Service Content	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	On-line	News Reporter (3)	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	On-line	On-line Editorial Director	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
WebIDG	On-line	On-line Graphics Specialist	San Francisco, CA	R. Freed	P: 415-975-2677	F: 415-442-1891
WebIDG	On-line	Quality Assurance Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG	On-line	Senior Associate Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
WebIDG	On-line	Senior News Editor	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	On-line	Shareware Editor, On-line	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
WebIDG	On-line	Test Analyst, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
WebIDG	On-line	Web Producer (2 openings)	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG	On-Line	Application Developer	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	On-Line	Application Development Manager	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	On-Line	Data Analyst	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
WebIDG	On-Line	Director of Consumer Marketing	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
WebIDG	On-Line	Operations Supervisor	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	Prod	Advertising Production Manager	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
WebIDG	Prod	Asst. Online Producer	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
WebIDG	Prod	Director of Information Services	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
WebIDG	Prod	Lead Producer, Tipworld	San Francisco, CA	D. Fox	P: 415-267-1773	F: 415-974-7491
WebIDG	Prod	Online Producer	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
WebIDG	Rsch	Director of Research	San Francisco, CA or Southborough, MA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Sales	Account Executive	San Francisco, CA	K. Hobbie	P: 415-978-2228	F: 415-978-2618
WebIDG	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WebIDG	Sales	Online Advertising Account Manager(2 openings)	San Francisco CA & Framingham, MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
WebIDG	Sales	Regional Sales Manager	East Coast	T. Nemiro	P: 415-978-3203	F: 415-267-1742
WebIDG/East	Ad Sales	General Manager, Career Channel	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Edit	Editorial Director, Enterprise Products	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	On-line	Database Developer (Oracle)	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	On-line	Senior Systems Administrator	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Prod	General Manager, Virtual Events & Broadband Programming	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Prod	Newsletter Producers (3 openings)	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WebIDG/East	Rsch	General Manager, Advisory Services Channel	Southborough, MA	M. Brunaccini	P: N/A	F: 508-820-3340
WEC	Sales	Sales Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600

Latin American breakfast briefings in Miami showcase IDC talent

Upcoming Latin America Breakfast Briefings

Information on the next three briefings, held at Miami's Biltmore Hotel, are available on the conference section of the IDC Web site, www.idc.com.

Aug. 19
Software and E-commerce Investments and Adoption Patterns in Latin America

Presenter: ***Alex Manfrediz***

Sept. 14
Central America, Caribbean and Andino PC Outlook: New Trends and Channel Dynamics

Presenter: ***Andrew Newman***

Nov. 4
Trends in the Latin America Business Wireless Market

Presenter: ***Hector Hernandez***

After sponsoring occasional breakfast briefings in years past, IDC's Latin America Research Group decided to ramp up its marketing efforts and introduce a more frequent schedule of events. As a result, the seven-part 1999 Latin America Breakfast Briefing Series is off to a strong start.

More than 240 clients and prospects attended the first four events in the series, which is held at Miami's Biltmore Hotel and sponsored by IDG and *PC World Latin America*.

Each two-hour session features an IDC analyst who provides insight into one dimension of the Latin American IT market. Topics to date have covered Web commerce, the impact of a devalued Brazilian real on PC markets, enterprise tools and solutions software, and the data network services market. Attendees have responded enthusiastically; 80% of the evaluations for the first two sessions rated the sessions Excellent and 20% rated them Good.

"Not only are our Breakfast Briefings quickly becoming a required stop on the way to work for the Miami IT community, but the first four events alone have directly translated into over $45,000 in sales and more than 15 client meetings, where we expect to close another $60,000," said **Eric Prothero**, vice president, IDC Latin America. "Our marketing team, support team, and the analysts have worked hard on the organization and execution of these events. The brand is developing quickly, and the events are going over very smoothly."

There is a $50 registration fee for each briefing; there is no cost to clients of IDC's 1999 Latin America research. For more information, contact **Barbie Cordero** at IDC's Miami office: tel: 305-267-2616 or flatemp@idc.com. Information is also available on the conference section of the IDC Web site, www.idc.com. WU

U.S. intranet spending reached $10.9 billion in 1998

One out of every four dollars spent on U.S. company Web initiatives in 1998 was spent on intranets, reaching a "jaw dropping" $10.9 billion, according to IDC's new research study, *The IDC Intranet Fact Book: First half 1999.* This free research can be viewed online or downloaded at www.idc.com.

According to IDC, there are more than 30 million intranet users in the U.S., and more than half of larger U.S. firms had intranets in place by the end of 1998.

Network & Telecom

continued from page 1

JP De Clerck *has been named managing editor of Network & Telecom.*

those Dutch editions and the remaining 40% French. According to de Gheldere, the publication will have a controlled circulation for at least the first two years, although there will be some newsstand sales. (*PC World Belgium* currently runs 35,000 copies per month and *Publish Belgium* 18,000.)

Network & Telecom's competition consists of VNU's bimonthly *Corporate* and *LAN News* produced by a small, independent publisher. De Gheldere said, "our challenges will be to get *Network and Telecom* recognized as the [market] authority; to increase the pages to 180 per month; and to diversify into an effective, profitable Web site and events and conferences.

"For instance, we have an event called 'The Night of the Internet' in September at the Hilton Hotel in Brussels," he continued, "and it is expected to be the place to be for all 'net professionals. We will give awards for Webmaster of the year, e-publisher of the year and e-commerce site of the year. Sponsors include SAP, Microsoft, Oracle, Compaq and Arthur Andersen."

For more information, see *IDG World Update Online*, "License signed for *PC World Belgium*, April 13, 1998; "Belgian partner launches *Publish Belgium*", Oct. 5, 1998; or contact de Gheldere at jean@best.be or go to www.best.be. WU

noteworthy people

Aquino

IDG WORLD UPDATE

Lake

IDG WORLD UPDATE

Christensen

IDG WORLD UPDATE

Drinon

IDG WORLD UPDATE

Nemiro

McKie

IDG WORLD UPDATE

Promotions

PC World Staff Editor **Grace Aquino** has been promoted to associate editor. "Grace has consistently handled her many assignments with aplomb, taking on extra projects well beyond her job description," said Senior Associate Editor **Karen Silver**. "In the last year alone, she edited Top 10 Graphics Boards every month, took over Top 10 Home PCs, helped with Top 10 Modems and Scanners, wrote several New Products reviews, and fit four major roundups (among other projects) into her spare time. Her good spirit, creative ideas and cool selection of shoes make her a pleasure to work with."

New employees

Previously a researcher with Bank of America, **David Lake** is now a researcher for *The Industry Standard*. He holds a B.A. in English from San Francisco State University.

Amanda Christensen has been hired by *The Industry Standard* as a sales associate. She was previously a public relations account executive with Morgen Walke Associates. She earned a B.A. in journalism from California State University/Chico and in her free time plays tennis, hikes, dances and cycles.

Corporate Communications Assistant **Sarah Drinon** has joined the IDG Corporate Support Center in Boston, where she'll be working with Corporate Communications Manager **Sarah Hansen**. Sarah graduated in May from Endicott College in Beverly, Mass., where she earned a B.S. in communications and served as class president. She enjoys music, film and reading in her spare time.

Tracy Nemiro has been hired by IDG Human Resources Services Division/West as a senior human resources representative supporting the Games Media Group. Previously a human resources business consultant, she holds a B.A. from San Francisco State University in industrial/organizational psychology with a minor in human resources management in business. Away from her desk she enjoys cooking, baking and horseback riding.

Previously a human resources administrator at New Leaf Community Market, **Julie McKie** joins *PC World* as its new human resources assistant. She earned a B.A. in anthropology from the University of California/Santa Cruz and is currently halfway through work toward a certificate in human resources management. A dancer with Afro-Haitian, Brazilian samba and Middle Eastern training, she danced for the first time in San Francisco's Carnaval earlier this year.

Previously an account manager with Outsource Informatica Ltda in Sao Paulo, Brazil, **Mauro Peres** is newest senior analyst in IDC's Services division. He holds a B.A. in business administration from Brazil's Fundacao Getulio Vargas and an M.B.A. from Babson College in Babson Park, Mass. Away from the office he likes to windsurf and play squash and soccer.

IDC has hired **Peter Brown** as an inquiry analyst in its Desktop Systems Group. He was previously a lease consultant with BankVest Capital Corp. He earned a B.S. in marketing from Babson College in Babson Park, Mass., and enjoys skiing.

Also new at IDC is Billing Accountant **Cindy Cole**. Previously an account representative at TJX Corp., she likes to travel and read in her off hours.

An intern last summer with IDC's Worldwide Services Research Group, **Chris Silva** has been hired as an associate research analyst in the Internet and E-commerce Strategies program. He recently received a B.A. in marketing from the University of Massachusetts/Amherst. Away from his desk, he likes to bike, travel and hike.

Chris Thomsen has been hired by IDG Books in Foster City, Calif., as a design technician. He was previously an advertising graphic designer with *Micro Times* magazine. He holds a B.A. in graphic design from the California College of Arts and Crafts and an associate's degree in computer graphics from the Computer Arts Institute, both in San Francisco.

Chance Wong has been hired by IDG Books in Foster City as a financial analyst, a title he also held at his previous job with AltaBates. He majored in accounting at California State University/Hayward and is an avid golfer.

Lori Fulling joins IDG Books' California office as a catalog coordinator. She previously worked as a marketing assistant for McGraw-Hill Book Clubs, where she copyedited and marketed 12 professional book club bulletins. She holds a communications B.A. from Rutgers University in New Brunswick, N.J., and enjoys attending films, museums and historical parks.

IDG Books has hired **Kathleen Tandy** as a catalog specialist in its Foster City office. Previously a production supervisor, she holds a B.A. in Latin American studies from UCLA and has studied graphic design at San Francisco's Academy of Art College. An avid traveler, she recently returned from a trip to Tunisia and Malta.

Transfers

Kevin Burden, previously a senior features writer at *Computerworld*, is now a senior analyst for IDC's Asset Management Group in Framingham, Mass., focusing on PCs and PC servers. When he joined the company 12 years ago, Kevin worked for a year at IDC in the Global Data Resources group before moving to *CW*'s editorial department.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Shirley Kohn *IDG Germany*

20
Renate Kretz *IDG Germany*

17
Eduardo Ostan *IDG Brazil*

16
Georg Sing *IDG Germany*

15
Sherry Driscoll-Coleman *Computerworld*

14
Dan Sommer *InfoWorld*

13
Ralph Finos *IDC*

12
Kathleen Demko *Computerworld*
Kevin Burden *IDC*

11
Abbie Lundberg *CIO*
Judy Callahan *IDG*

10
Gabriele Lange *IDG Germany*
Michael Klein *IDG Germany*

9
Beat Hochuli *IDG Switzerland*

8
Bridget Cammarata *CIO*
Jan Cameron *IDG Research Services*
Junichi Togashi *IDG Japan*

7
Ellen Julian *IDC*
Lynda Fitzpatrick *IDC*
Randy Perry *IDC*

6
Quan Zhou *IDG Asia*
Ricardo Pieroni *IDG Argentina*

5
Alice Leightheiser *CIO*
Norma Charles *IDG*
Cheri Paquet *IDG News Service*
Elinor Mills Abreu *IDG News Service*
Mieko Nishi *IDG Japan*
Mikihiko Nomoto *IDG Japan*
Dale Stefani *IDG Books*
Melisa Duffy *IDG Books*
Jackeline de Carvalho *IDG Brazil*
Loren Loverde *IDC*
Susan Davis *IDC*

4
Paul Overhiser *IDG*
Carol Sibermann *IDG*
Lorraine Rivell *IDG*
Margaret Blodgett *CIO*
Christopher Koch *CIO*
Amanda Roney-Patton *IDG Books*
Ken Brown *IDG Books*
Jørn Jensen *IDG Denmark*
Arne Steinmark *IDG Denmark*
Thomas Mortensen *IDG Denmark*
Martin Jørgensen *IDG Denmark*
Maren Baumann *IDG Switzerland*
Catherine Spence *IDG Global Solutions*
Edward Tijdink *IDG Global Solutions*
Christian Jahr *IDG Germany*
Gudrun Reukauf *IDG Germany*
Douglas Chandler *IDC*
Joan Young *IDC*
Randy Giusto *IDC*

3
Al Mucci *IDG*
Laurel Heske *IDG*
William Regan *IDG*
James Burgoyne *CIO*
Andrew Burrell *CIO*
Morris Effron *International Publishing Services*
Nina Bach Friis *IDG Denmark*
Rita Goh *IDG World Expo/ Singapore*
Achim Schäfers *IDG Germany*
Cristiane Bottini *IDG Brazil*
Paulo Cesar Lapa *IDG Brazil*
Julie Rietman *IDC*
William Ganci *IDC*
Thomas Mahowald *IDC*

2
Shannon Wolf *IDG Global Communications*
Kathleen Kotwica *CIO*
Robin Belliveau *CIO*
Bettina Heusch *IDG*
Natalie Vercauteren *IDG World Expo*
Lisa Roule *IDG Books*
Jennifer Rowe *IDG Books*
Jason Whitaker *IDG Books*
Peter Svendsen *IDG Denmark*
Michael Olesen *IDG Denmark*
Poul Hilbert *IDG Denmark*
Stannie Holt *InfoWorld*
Johanna Duffee *Mac Publishing*
Wolfgang Terhörst *IDG Germany*
Gerd Mittman *IDG Germany*
Eireen Junge *IDG Germany*
Ana Volpi *IDC*
Diane Gittlen *IDC*
Janet Waxman *IDC*
Michele Bailey *IDC*
John McLaughlin *IDC*
Xiao Gao *IDC*

1
Kaajal Asher *CIO*
Steven Reed *IDG*
Cynthia Jennings *IDG*
Jean Gasbarro *International Publishing Services*
Kathleen King *IDG List Services*
So-Yi Wong *IDG Books*
Anne McNarney *IDG Books*
Jeanne Criswell *IDG Books*
Bill Hooven *IDG Games Media Group*
Bjørn Himmingsen *IDG Denmark*
Nikki Anderson *InfoWorld*
Ann O'Hara *The Industry Standard*
Davy Adams *IDG Australia*
Anne Kittel *IDG Switzerland*
Nina Osterwalder *IDG Switzerland*
Kenichi Igarashi *IDG Japan*
Evelyn Loos *IDG Germany*
Harald Höffner *IDG Germany*
Andreas Perband *IDG Germany*
Bianca Gutowski *IDG Germany*
Jörg Spormann *IDG Germany*
Fumie Ichikawa *IDC Japan*
Betty Coffey *IDC*
Claudio Checchia *IDC*
Courtney Munroe *IDC*
Dawn Chaisson *IDC*
Philip Winthrop *IDC*
Denise Kane *IDC*
Katrina Menzigian *IDC*
Meredith McCarty *IDC*
Linda Mulkigian *IDC*
Ron Glaz *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Marathoners raise close to $20,000 for Leukemia Society

June 19 was more than just an ordinary day for five IDG employees, all of whom ran a marathon for the first time and raised money for leukemia research in the process. **Kristin Shackelford** of IDG Games Media Group, **Colleen Hirner** of *PC World*, and **Christy Shade**, **Clark Morey** and **Tom O'Brien** from *InfoWorld* completed the Mayor's Midnight Sun Marathon in Anchorage, Alaska. All ran as part of the Leukemia Society's Team in Training (see *IDG World Update* March 15, 1999) and raised a minimum of $3,500 each for the Society. *GamePro* also served as a corporate sponsor. For more information, contact kshackelford@gamepro.com.

celebrating 10!

Name
Mike Malone

Home
Bolton, Mass.

Joined IDG
August 1988 as a programmer.

Current title
Application Technology Manager. My job is to keep TRS, IDG's billing system, running smoothly by re-writing TRS to take advantage of all of the new technology.

Most challenging part of your job
Keeping up with technology and keeping everything straight in my head.

Best part of your job
The people — we've got a great bunch of people in IS.

Latest accomplishment
I built a 900-sq.-ft. deck on my house.

What's kept you at IDG for 10 years?
My boss. She said I can't leave until she does!

Best way someone could compliment you on your work
Show me the money!!

Interests outside the office
Working out and working around the house.

Family
Wife Becky; and two dogs: Arlo (beagle),10, and Griswold (chocolate lab), 3.

What accomplishment at work are you most proud of?
TRS is running smoothly 99.9% of the time.

What talent do you wish you had that you don't have?
I would love to be able to draw.

Most difficult decision you ever had to make?
Moving to the Boston area from my hometown territory in upstate New York.

*IDG Chairman **Pat McGovern** (left) recently escorted IDG's **Mike Malone** to dinner at Boston's Ritz-Carlton in honor of the latter's 10 years of service to the company.*

Five people— living or dead — you'd invite to a dinner party?
Comedians Jim Carrey and Jerry Seinfeld, musician Ric Ocasek, author Donald E. Westlake and radio personalities Tom & Ray Magliozzi (aka "Click and Clack, The Tappet Brothers").

Dream destination
Australia.

Your idea of a perfect day alone?
Just me, a pile of wood and a bunch of power tools.

Favorite vacation spot?
Home!

Retirement dreams?
Do it early, while I'm still young enough to enjoy it.

Manager's profile
"Mike is a great contributor to our group and to IDG. He always is there to take on some of our most important projects and does a great job turning our ideas into reality. He is the personification of the 'let's try it' attitude at IDG."

— Nancy Newkirk, director of IS, IDG

Photo calendar contest deadline is Sept. 13!

Your chance for worldwide fame may be just a snapshot away. Twelve masterpieces will be selected for the 2000 calendar, which is distributed to all employees worldwide.

You may submit up to two color or black-and-white prints or 35-mm slides. Each entry should be labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photo(s).

Entries must be received by **Sept. 13**. Send your entries to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A. Questions may be sent to world_update@idg.com

First, second and third place winners receive $250, $150 and $100, respectively.

IDG **WorldUpdate**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

DILBERT® by Scott Adams
I'VE FINISHED ALL OF MY OBJECTIVES FOR THE REST OF THE YEAR.
WHAT HAPPENS NOW? DO YOU DOUBLE MY SALARY, OR DO I TAKE THE REST OF THE YEAR OFF?
YOU WERE WRONG, WALLY: THERE IS HARM IN ASKING.
OOPS.
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Macworld Expo takes Big Apple by storm

Attendee, exhibitor numbers up 35% over last year

***Colin Crawford**, president and CEO of Mac Publishing L.L.C., shows off the capabilities of Apple's new, wireless iBook. On screen is one of Mac Publishing's Web sites, MacCentral.com, with a story on the iBook announcement, made only minutes before during the keynote.*

Apple Computer's introduction of its iBook laptop made for an iMportant and iNfluential Macworld Expo/New York 1999 late last month. Final attendance figures for the New York City show came to 46,000, up from 34,000 at last year's expo; the number of exhibitors increased from 247 to 362.

"The 35% increase from last year in both attendees and the number of exhibitors proves that the Mac market is a great place to be for our 350-plus exhibiting companies," said Macworld Expo Show Director **Nicole Derany**. "As the industry's premier trade show, Macworld Expo is a true indicator of the energy and excitement surrounding the Mac platform. It is also *the* forum for which over 80% of our exhibitors chose to premier new products to the nearly 50,000 Mac professionals and consumers on-site."

"It was more than successful – it exceeded all our expectations," said **Josh Jacobs**, public relations coordinator for IDG Expo Management, which orga-

continued on page 5

IW, *CIO* ad supplement offers affordable option for promising start-ups

Cool
Companies
Hot
Products
part 2
Have a look inside at some of the most innovative IT solutions, brought to you by some of the most talented and creative companies.

An innovative advertising supplement currently running in *InfoWorld* and *CIO* is providing dozens of emerging start-up companies with valuable exposure while helping the publications to build relationships with a new generation of up-and-coming customers.

Cool Companies, Hot Products is a three-part advertising supplement appearing in both *InfoWorld* and *CIO*. Sales reps are targeting promising young companies that have not previously advertised in either publication. Customers are being offered one page of advertorial in the supplement at a reduced rate. The first two supplements appeared in April and July with 11 companies purchasing space in April, seven in July. The third installment, which will appear in October, currently has 11 companies on board with several more expected to sign on before close.

"The Cool Companies, Hot Products supplement allows emerging, innovative new technology companies a unique opportunity to reach the important

*IDG Chairman **Pat McGovern** (left) hosted a gathering at his home last month for participants in the Cool Companies, Hot Products ad supplement running in InfoWorld and CIO. With him are Ann Livermore of Hewlett-Packard and Scott Dietzen of BEA WebLogic.*

InfoWorld and *CIO Magazine* audiences. It also allows *InfoWorld* and *CIO Magazine* to explore

continued on page 4

in brief newsworthy

IDG Books' Kilcullen honored for entrepreneurship

IDG Books Chairman and CEO **John Kilcullen** was recently named one of 15 regional winners in Ernst & Young's annual Entrepreneur of the Year awards program.

Kilcullen was selected as the Northern California award recipient in the category of Retail/Wholesale Distribution. Kilcullen created the *...For Dummies* book series with the launch of *DOS for Dummies*, which now has over four million copies in print. The current series has over 400 titles with 60 million copies in print and has been translated in 31 languages.

*IDG Books' **John Kilcullen** was the winner of a regional award for entrepreneurship in Ernst & Young's annual Entrepreneur of the Year competition.*

The banquet, held at the Ritz-Carlton Hotel in San Francisco at the end of June, was the finale to an intensive search to identify and recognize Northern California's outstanding entrepreneurs. Northern California winners are eligible to participate in the national Entrepreneur Of The Year awards competition, the pre-eminent program honoring outstanding owners of fast-growing companies. The program recognizes entrepreneurs who have demonstrated excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities.

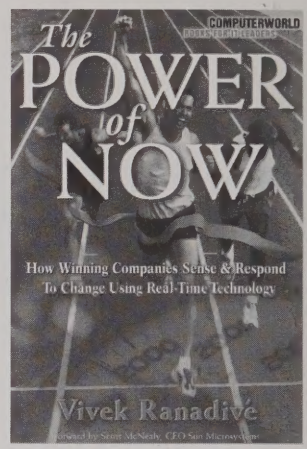
The national search will culminate at a black-tie awards gala in Palm Springs, Calif., on Nov 13, where national finalists and the Entrepreneur Of The Year award winners will be announced at a gathering of more than 2,000 attendees as part of the Entrepreneur Of The Year Institute National Conference.

Previous Entrepreneur Of The Year award winners have included such business leaders as Michael Dell of Dell Computer Corp., Jim McCann of 1-800 Flowers, Steve Case of America Online, Howard Schultz of Starbucks Coffee and Sheryl Leach of the Lyons Group (creators of "Barney"). Software visionary Edward Iacobucci of Citrix Systems (who created a new industry in TCSC, or "Thin-Client/Server Computing") was the 1998 National Ernst & Young Entrepreneur Of The Year.

Northern California and national finalists were selected by an independent panel of judges that consisted of: Alex Barkas, Prospect Venture Partners; Craig Dauchy, Cooley Godward LLP; Jeanette Garretty, Bank of America Corp.; J. Mitchell Perry, JM Perry Corp.; William A. Millichap, Marcus & Millichap; Ian Zwicker, W.R. Hambrecht & Co.; Barry Posner, Santa Clara University; and Ann Winblad and Mark Gorenberg, Hummer Winblad Venture Partners. WU

Computerworld in publishing, marketing deal with Computing McGraw-Hill

Computerworld has teamed with Computing McGraw-Hill (CMH) to launch a series of books under the Computerworld Books for IT Leaders brand that will focus on emerging technology and be authored by prominent figures in the world of IT. The first title, *The Power of Now* by Vivek Ranadivé, founder and CEO of Tibco, explains the organization of the event-driven company and how such a company can increase its response time and market awareness using real-time technology. It is scheduled for release Sept.1. The book has received advance endorsements from Scott McNealy of Sun Microsystems, John Chambers of Cisco Systems and Eric Schmidt of Novell.


COMPUTERWORLD
The POWER of NOW
How Winning Companies Sense & Respond To Change Using Real-Time Technology
Vivek Ranadivé

Computerworld Books for IT Leaders will have a total of six books to its credit by the end of 2000, according to terms of the agreement.

Othe components of the partnership between the two companies include:

- Endorsements by *Computerworld* of other Computing McGraw-Hill titles.
- Excerpts and advertising supplements of Computing McGraw-Hill titles in *Computerworld*.
- Other extended co-marketing actions, such as shared space at trade shows and cross-promotion on each company's Web site.

"Since Computerworld [Inc.] transitioned from a traditional publishing model to an information services company, IT leaders have come to rely on our global brand on many platforms," said **Michela O'Connor Abrams** president, CEO and publisher of Computerworld, Inc. "In newspapers, online and in direct face-to-face interaction, we're discussing matters of immediate concern and examining technologies that change the way the world does business. Computing McGraw-Hill has an established history of delivering books relevant to the issues that IT leaders will grapple with in the not-too-distant future."

CMH and *Computerworld* will also launch a series of Executive Digests, comprising extended excerpts and newly commissioned material, for use in promoting IT conferences and events organized by *Computerworld*.

For more information, contact **Chris McGarry**, director of marketing and public relations, at chris_mcgarry@cw.com. WU

Q and A executive

Peter Cernik
The managing director of IDG Venezuela is this week's guest columnist.

IDG Venezuela at-a-glance

Location Caracas

Established January 1985

Number of employees 20

Publications *Computerworld Venezuela*, fortnightly, and *CW Canales*, bi-monthly

Web site www.cwv.com.ve (*Computerworld Venezuela*), www.cwv.com.ve/canales (*CW Canales*) and www.pcra.com.ve (*PCra*).

Major accomplishments during FY99 Launching *CW Canales*, the first channel publication in Venezuela .

Q Can you give us a brief overview of IDG's operations in Venezuela?

A Our team consists of only 20 people, so we are a small and very close family. Up to 1997, we were only in the print business, but that year we launched CWV-On-Line, which has been very successful in many ways but is still not a revenue source.

Nowadays, we have two printed publications, *Computerworld* and *CW Canales* (of the *DealerWorld* family), both tabloids. Besides CWV-On-Line, we have a *CW Canales* Web site and one for *PCra* (which we are initially using to promote the future relaunch of this newly acquired print publication).

Q What's the competitive landscape like, and where does IDG fit in?

A While not as crowded as other larger markets, the Venezuelan competitive situation is complicated by the presence of 12 local IT publications vying for less than US$2 million (the most optimistic estimate for 1999) in total IT-related advertising for all IT specialized printed media.

We have been aggressively promoting the IDG brand and global resources during the past three years; this has helped us to regain the respect we deserve as the longest running IT publisher in our country. We have also worked hard to improve the quality of *Computerworld Venezuela*, from both a content and visual standpoint, although limited resources have prevented us from doing all we would like. An important element has been an intensive training plan for all our employees, especially our editorial and technical staff.

We have achieved significant results and are now in the top position in all respects: double the number of advertising pages over our closest direct competitor, 5% more advertising pages than the closest competitor in all IT sectors (including all publications from magazines to tabloids, high end to home users, etc.). In revenues, the difference is even larger since our average ad yield is higher than most publications, including magazines.

Q What are some of the general characteristics of the Venezuelan IT market? Do you face any particular challenges in serving this market?

A Last year I was elected to the board of directors in the Venezuelan Chamber of IT Industry and Commerce. One of the first jobs I undertook was to survey all member corporations to get a clear view of our market, which was very confusing in the past. Among some of the most significant findings:

• While the general economy has decreased between 2% the last two years and 7% (estimated for this year), our industry has been able to continue growing or, at least, maintaining sales levels in most corporations. If the trend continues, IT spending will make up 1.5% (US$1.2 billion) of the total economy this year, from only 1% in 1997 (US$1 billion).

• Nevertheless, stagnation (inflation plus recession) has affected our business. Companies stopped hiring new employees last October and have reduced drastically all 'non-essential' expenditures. Regrettably, for many organizations, this includes advertising. Also, average salaries for IT personnel are depressed, mostly caused by devaluation plus local salary growth below inflation.

• Total IT-related advertising in all printed media (specialized or not) saw US$2.6 million in 1997 growing to US$2.8 million last year, but this year everybody agrees it will amount to less than US$2.4 million.

Q How much business does Venezuela do with its closest neighbors, such as Colombia? To which countries in the region, if any, do Venezuelans feel special affinity?

A Our main international partners, for both imports and exports, are the U.S. and Colombia. Historically we have always enjoyed very close political ties with the countries liberated by Simon Bolívar, the Venezuelan who won over the Spanish armies at, and is the founding father of, Bolivia, Peru, Ecuador, Colombia and Venezuela. He had a dream of building a large republic uniting Ecuador, Colombia and Venezuela, and some of this dream lingers in the imagination of better-educated citizens of our countries.

Sports, of course, are important, and besides the natural closeness with U.S. baseball and its fans, Venezuelans have special sympathy toward Brazilians and their soccer. I can only define this as a curious popular phenomena; there are no cultural, language or any other reasons why we have a sort of national holiday every time Brazil wins an international game of soccer.

Ad supplement

continued from page 1

new markets and build relationships with the technology leaders of tomorrow," said **Hilary Green**, *InfoWorld*'s SMART Solutions director.

In conjunction with the program, the CEOs of companies participating in the supplement were recently invited to a gathering at the Hillsborough, Calif., home of IDG Chairman **Pat McGovern** and his wife Lore. Also in attendance were senior members of the *InfoWorld* executive team including **Steve Moylan**, president and CEO; **Mike Vizard**, vice president and executive editor; **Bob Maund**, senior vice president and publishing director; **Sandy Reed**, editor-in-chief; and Green. John McChesney, National Public Radio technology correspondent; Dan Gillmor, technology columnist for the *San Jose Mercury News*; Ann Livermore, CEO of Hewlett-Packard's Enterprise Computing Solutions organization; and Kirby Dyess, VP and director of new business development for Intel's Corporate Buisness Development Group, were also among the guests.

***Mike Vizard**, VP and executive editor of InfoWorld (left), and **Bob Maund**, senior vice president and publishing director, were among the guests at last month's dinner for participants in the company's special ad supplement.*

Companies participating in the ad supplement in attendance included: Action Technology, Allegis, Appliant, BEA WebLogic, Cybex, Ecix, Internet Appliances, Omtool, JSB/Surfcontrol, Persistence Software, Powerquest, Qpass, Softbook and alive.com.

"The Cool Companies, Hot Products dinner provided CEOs with the opportunity to network and identify partnership opportunities," Moylan said. "We were pleased to be able to offer this opportunity to these talented new companies and are thrilled with the success of both the dinner and the supplement." WU

East Coast U.S. Publishing Institute explores the business of publishing

Participants at the three-day East Coast U.S. Publishing Institute earlier this year in Wellesley, Mass., had a chance to "focus on IDG's global energy" and tap into the expertise of colleagues who represented a range of publishing disciplines.

Presentations by high-level IDG experts and small-group exercises combined to yield a substantial increase in participants' understanding of publishing from a whole-business perspective. More than 450 employees have graduated from the program since its inception in 1993.

Tom Mathews photo

Business unit presidents may nominate mid- to senior-level managers for the next session, Oct. 25-27 in Tyngsborough, Mass., by contacting IDG Corporate Training and Development Manager **Julie Lynch** at julie_lynch@idg.com before Aug. 13. WU

*(Front row, L-R): **Connie Raleigh**, training specialist, IDG HR; **Kevin Burns**, senior technology manager, IDG IS; **Tanya Gump**, senior human resources representative, HRSD West; **Brad Bass**, associate editor, Federal Computer Week; **Jenny Hedges**, senior district sales manager, Computerworld; **Norman Noble**, director of information systems, PC World; **Patricia Reilly**, vice president, HRSD East; **Sue Murphy**, vice president, HRSD West; **Kim DiClemente**, staff accountant, IDG; **Pat Powers**, sales manager, CW; **Cara Cunningham**, senior editor, InfoWorld; **Karen Budreau**, human resources director, IDG. (Back row, L-R): **Carla Lieberman**, director, production management, PC World Online; **Carlos de la Iglesia**, publications manager, IDG Spain; **John Boyle**, district sales manager, Federal Computer Week; **Bob Schieir**, managing editor, Computerworld; **Tom Grimshaw**, advertising director/East, InfoWorld; **Bridget Cammarata**, research director, CIO; **Danielle Caldwell**, senior human resources representative, Network World; **Carolyn Johnson**, senior syndicated media analyst, IDG Research Services; **Brad Grimes**, senior editor, PC World; **Michael Cooney**, associate news editor, Network World.*

Job Opportunities -August 2, 1999

Assistant Managing Editor/Production (CW)
The Assistant Managing Editor/Production is responsible for all daily operations of the Computerworld copy desk, ensuring the smooth daily production and final sign-off of all CW pages and guaranteeing that these pages are of top-quality editorial material. Qualifications include; experience on large copy desk; expertise in Quark XPress; superb command of the English language and CW style; strong organizational and follow-through skills; the ability to work well under pressure and with many people; and a willingness to be flexible. *Location: Framingham, MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: Mary_scanlon@computerworld.com

Senior Reporter (CW)
Computerworld is seeking a Senior Reporter to cover the database and Unix operating system market. This position requires weekly deadline reporting for our news, business and technology sections, as well as occasional daily reporting for computerworld.com. The person in this position is expected to break news regularly, generate additional story ideas , and stay abreast of technology developments and computer industry trends. The successful candidate should have a journalism background with 4-5 years technology reporting experience in the computer trade press, business press, or general press. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

District Sales Manager (FCW)
Federal Computer Week seeks an experienced (3-5 years) ad sales professional for Midwest territory (includes Texas). Experience in IT print sales. High energy, self-motivated person responsible for handling major accounts and developing prospects.
Location: Midwest
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Training & Development Specialist (IDG)
IDG is looking for a creative and well organized individual for the position of Training & Development Specialist. In this position you will plan, develop and implement IDGs' East Coast Collaborative Training Program, which includes performing needs analyses; choosing and evaluating vendors and courses; marketing and handling training administration. Other responsibilities include; the production, distribution and analysis of the IDG Employee Opinion and Business Unit Leader Surveys; provide resources and referral services regarding training and vendors; assist with corporate training programs; and other duties as assigned. The ideal candidate should have strong analytical skills, be familiar with Microsoft Office products, be comfortable handling multiple priorities; and have the ability to communicate and work productively with all levels in the organization. Bachelor's Degree with three to five years business experience. Experience in Training & Development or related field required. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: N/A, Email: ecjobs@idg.com

Office Services Assistant (IDG Communications)
The individual will provide office services to the IDG Communications San Francisco office. Responsibilities will include handling front desk duties, such as answering phones, greeting guests, coordinating deliveries, and overseeing fax machine operations. This individual will also handle shipping and receiving, ordering office supplies, maintaining office equipment, interacting with office vendors, and monitoring general office expenses. In addition, individual may assist with sales support and marketing activities, such as conducting mailings or verifying contact information over the phone. Ideal candidates will have a minimum of 1 year experience, a professional manner, strong organizational skills, ability to multi-task, and basic word processing and spreadsheet skills.
Location: San Francisco, CA
Contact: A. Hub, Fax: 415-676-3032, Phone: 415-705-6421, Email: andrew_hub@idg.com

Presentation Specialist (IDG Communications)
The individual in this position will provide the IDG Communications and publication sales teams with presentation materials as rapidly as possible. This will involve working closely with other IDG employees, taking raw information and quickly turning it into charts and presentations, as well as organizing files so as to make the information rapidly accessible. This individual will be responsible for graphic design and printing of IDG presentations. Must be able to work under tight deadlines and should have strong interpersonal skills. Must have command of PowerPoint; working knowledge of other presentation packages a plus.
Location: San Francisco, CA
Contact: A. Hub, Fax: 415-676-3032, Phone: 415-705-6421, Email: andrew_hub@idg.com

Sales Associate (IDG Communications)
The Sales Associate will provide support to senior sales executives in the IDG Communications San Francisco office. This position will be involved in all administrative facets of advertising sales, including file maintenance, database tracking, sales research, customer service and general administrative assistance. Ideal candidates will have a minimum of 2 years experience, excellent organizational skills, ability to multi-task, excellent communication skills (written and verbal), problem-solving and decision-making abilities, and knowledge of MS Office. College degree required. Familiarity with the publishing industry is a plus.
Location: San Francisco, CA
Contact: A. Hub, Fax: 415-676-3032, Phone: 415-705-6421, Email: andrew_hub@idg.com

Applications Developer (IDG Global Comm)
The individual in this position will develop Lotus Notes and web-based applications for IDG Global Communications' customers worldwide. Responsibilities include: working closely with the three-member IDG Global Communications development staff and end-users to develop specifications; building the applications using Lotus Notes, HTML, JavaScript and server-side scripting tools; managing the distribution of the applications via Notes and the web; and providing technical support as needed. The successful candidate will have 3-5 years of programming and analysis experience. 1-2 solid years of Lotus Notes development experience and strong familiarity with Lotus Script is required. Experience with HTML highly desired. Java or JavaScript is a plus. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. *Location: San Mateo, CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: N/A, Email: globalcomm@idg.com

Web Developer (IDG Global Comm)
The individual in this position will develop and support web-based applications for IDG Global Communications' customers worldwide. Responsibilities include: working closely with the three-member IDG Global Communications development staff and corporate clients to develop specifications; building the applications using Lotus Notes, HTML, JavaScript and server-side scripting tools; and providing technical support as needed after applications are in production. The successful candidate will have 3-5 years of programming and analysis experience. Experience with HTML, JavaScript, and one or more other scripting languages required, as well as one or more of the following server-side scripting environments: Java, PHP, or complex CGI scripts using Perl. Experience with SQL, ODBC, and Lotus Notes is a plus. Hands-on experience with the entire life cycle of a web development project is highly desired. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. The candidate will be expected to provide URLs which show several examples of work. *Location: San Mateo, CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: N/A, Email: globalcomm@idg.com

Paris Correspondent, (IDG News Service)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the European computer and communications markets from our Paris news bureau. Wide ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely European and global perspectives. Fluency in French and frequent travel required. The ideal candidate has a broad understanding of the European IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from hand-held computers to mainframe systems and from PC LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing environment would also be a plus.
Location: Paris, France
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-423-0404, Email: elizabeth_heichler@idg.com

Advertising Manager (IDG/B)
The Advertising Manager will oversee all aspects of advertising: coop, back of book, consumer and trade advertising from strategy through creative development. This position will introduce strategic advertising plans encompassing calendar and product driven promotions including all new product launches, retail holidays and IDG/B created events in conjunction with Manager and Product Marketing Managers. This person will also develop an advertising strategy and strategy for corresponding templates for all brand and series. A minimum of 4 years experience in marketing, advertising or creative services either on the client or agency side, proven experience with creating strategic marketing plans, and must have the ability to prioritize multiple tasks in a fast-paced environment. Excellent communications skills are necessary. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Receptionist (IDG/B)
IDG Books Worldwide seeks a highly energetic, customer service-oriented Receptionist for our Foster City location. Responsibilities include directing calls, greeting guests, processing incoming and outgoing faxes, and other duties as assigned by supervisor. Candidates must be extremely professional, organized, and punctual and must have excellent communication skills. Additionally they must have working knowledge of MS Word, MS Excel & MS Outlook. High school diploma and at least one-year receptionist experience in a business environment required. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Associate Graphics Technician (IDG/B)
For both the 1st and 2nd shift, we are seeking creative and technically savvy overachievers with 2+ years' experience using PhotoShop, Illustrator, and DeBabelizer in the Macintosh platform to join our awesome graphics team. Technical illustration and scanning skills are beneficial, as well as proficiency in QuarkXPress and Word. Knowledge of scripting languages is a plus. You'll process screen captures, create technical illustrations and small graphics, and merge text and art in a high volume, deadline driven environment. Responsibilities may also include some page design and color projects as needed. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Associate Page Layout Tech (IDG/B)
For both the 1st and 2nd shift, we are seeking goal-driven team players to accurately layout books from beginning to final stages, within production and editorial guidelines. This position will merge text and graphics, ensuring that all text is properly coded and the right fonts and formats are used. Prepare final layouts and materials for the printer and manage scheduling requirements, and other special assignments as needed. Success requires 2 years of desktop publishing experience using Macintosh proficiency with QuarkXPress, Aldus Illustrator, and Adobe PhotoShop. Color design and book production experience is preferred; strong attention to detail, organization and prioritization skills, and accuracy are essential. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Associate Quality Control Technicians (IDG/B)
For 1st and 2nd shifts, we are seeking highly organized, detail-oriented team players to perform Quality Control checks and corrections on page proofs for correction and layout accuracy. In addition, this position will be responsible for finalizing pages prior to printing. Ability to produce a high level of work with minimal errors is necessary. Must have a experience in layout specifically in book publishing with knowledge of Quark and Acrobat. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Evening Supervisor (IDG/B)
We are seeking an evening supervisor with a firm, approachable management style who believes in a soft touch based on serving both the staff and the customer. Responsibilities will include evaluating staff, tracking productivity, troubleshooting, and communicating with day shift staff. Will work closely with all Production Department Managers to assess and adhere to schedules, procedures, and allocate resources accordingly. Must be able to evaluate workflow and prepare for peaks and valleys by recommending necessary schedule changes for specific books. Must have a thorough knowledge of the page layout process and procedures in publishing, including merging text and graphics, scripting and the automation system, TOC and Index generation, preparation for shipping, and archiving, and technology advances. Also, must have a working knowledge of Macs with specific knowledge of QuarkXPress, Adobe PhotoShop and Illustrator. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Online Supervisor (IDG/B)
For our 1st shift, this new position is ideal for an experienced leader with a firm, approachable management style and a soft touch. As a working supervisor, you'll explain and demonstrate procedures, as well as process chapters in HTML conversion, as needed. Responsibilities also include training, performance evaluation, hiring, and scheduling workload and resources. The ideal candidate can demonstrate a thorough knowledge of Macintosh computers, internet expertise and proficiency in QuarkXPress, Beyond Press and Apple Scripting. Familiarity with DeBabelizer, Illustrator, PhotoShop, Word, Acrobat, Excel, Netscape and Internet Explorer is paramount. A college degree and experience in HTML, XML or Web Design are a plus. *Location: Foster City, CA*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Production Supervisor, Interiors (IDG/B)
The qualified candidate will oversee daily interior production coordination, plan and implement the master production schedule to achieve on-time shipments of titles to vendors, and coordinate and track the production process at the title level based on the schedule provided by the manager. This person will also manage the production coordinators (interior) in the following areas: Personnel issues, schedule, quality and productivity. This individual must be able to work in a fast-paced changing environment and still maintain production schedule and deadlines. In addition, this position will act as a liaison with internal departments, freelancers, and external vendors. Must have a working knowledge of Mac OS, QuarkXPress, PhotoShop, FileMaker, and Excel and at least 2 years experience in publishing, preferably book publishing. *Location: Foster City, CA*
Contact: B. Gooch, Fax: 650-655-3206, Phone: 650-655-3014, Email: cajobs@idgbook.com

Subsidiary Rights Royalty Assistant (IDG/B)
We have an outstanding opportunity for a detail-oriented royalty assistant to ensure the accuracy of revenue and reporting received from our foreign rights licensees. Responsibilities include identifying and recording royalty payments from foreign publishers, statement reconciliation, data tracking, collection calls and miscellaneous projects related to licensing. Position requires excellent communication skills, Excel proficiency, experience in reconciling accounts, 1+ years' accounting or bookkeeping experience, college degree a plus, database knowledge a plus. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Mac Systems Support (IDG/B)
For our 2nd shift, the qualified candidate will be responsible for evening -shift support of 50-Mac network with NT Sever. This position requires a minimum of 2 years of Mac OS systems support experience, including hardware and software troubleshooting, system software installation and system conflict resolution, along with experience in hardware setup and reconfiguration, including installation of RAM, video boards and external peripherals. Candidates should have extensive working knowledge of Mac OS 8.5 of above, QuarkXPress 4 and tcp/ip networking. Apple script and /or VBA experience is preferred. *Location: Indianapolis, IN*
Contact: S. Peters, Fax: 317-596-5240, Phone: 317-596-5571, Email: injobs@idgbooks.com

Director of Marketing (IFW)
InfoWorld is seeking a high level marketing professional to head up all marketing operations. This individual will be responsible for marketing strategy, communication, and high-level agency contacts. Works closely with other members of the InfoWorld management team but especially with Sales, Circulation, and Research. Requires publishing industry knowledge, strong interpersonal and management skills, as well as proven track record in running a marketing department. 10 years business experience required. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

Content Editor (PCW)
WebShopper maintains a product catalog of over 30,000 computer products. As content editor, you will help manage the loading, updating, and use of this catalog on the WebShopper site. You should be familiar with computer technology and hardware and software products so that you can help categorize and promote new products. WebShopper provides a valuable service to buyers by associating articles and reviews to computer products available for purchase on the site. You will help manage the production and processing of this content using keen editorial skills and product knowledge. You should have excellent writing skills, solid organizational skills, and editing experience. Candidates should have some knowledge of computer products and technology. *Location: San Francisco, CA*
Contact: A. Eisner, Fax: 415-975-2664, Phone: 415-974-7438, Email: andrew_eisner@pcworld.com

Information Systems Specialist (2) (PCW)
Reporting to the Director of Information Systems, IS Specialists are responsible for monitoring and maintaining networks, servers, and communications services for several IDG business units, including PC World and WebIDG. Other responsibilities include ordering, installing, and upgrading computer hardware and peripheral equipment; evaluating, testing, and recommending equipment for purchase; and maintaining the hardware equipment inventory. This position involves significant end-user contact including working with end-users to identify and solve problems, supporting remote users, working with vendors, and providing employee training. Some light travel required. Requirements include 3+ years experience installing, maintaining, and troubleshooting computer hardware and peripheral equipment. Advanced technical training in computer hardware and software, client-server computing, telecommunications, and networking preferred. Candidates must have solid communications skills and an exceptional customer-service attitude. College-level coursework and/or technical training in computer science, or equivalent experience, required. *Location: San Francisco, CA*
Contact: N. Noble, Fax: 415-442-1891, Phone: 415-978-3361, Email: norman_noble@pcworld.com

Office Manager (The Webby Awards)
The Webby Awards, the preeminent honors for Web sites, is looking for a dynamic, energetic, dedicated and extremely organized Office Manager to manage their San Francisco, South Park office. Work in a growing, creative environment in the heart of news media. The successful candidate will have experience in seamlessly providing for the addition of new hires, streamlining of office processes, planning and implementing office systems (phone, computer, database) with the help of external contractors, and assure the smooth running of day-to-day office functions. In addition, they will have experience in negotiating with vendors, managing vendor relations, processing invoices, and fulfilling accounting functions. Experience managing an office of eight or more required, having participated in the exponential growth of a start up organization a huge plus. College degree or equivalent work experience plus 2 - 4 years of related business experience are required. Strong knowledge of MS office applications, and FileMakerPro also required. Microsoft Project and strong Internet knowledge a plus. *Location: San Francisco, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Marketing Manager (WEC)
We are seeking a Marketing Manager who will be responsible for developing marketing strategy and plans for assigned conference and tradeshow events. Will also develop and coordinate Web, DM and advertising campaigns, sponsor and exhibitor sales materials and generation of qualified sales leads as well as administer marketing budgets for assigned events. Additional responsibilities include managing vendors, production of marketing materials, coordinating on-site and post-show research, overseeing all public relations activities and establishing trade relationships. Requires 3-5 years experience in marketing communications or technology event marketing. *Location: Framingham, MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: N/A, Email: jajobs@idg.com

IDG Books' Mac titles have appeal

IDG Expo Management and Mac Publishing L.L.C. were not the only IDG business units with a stake in last month's Macworld Expo/New York 1999. IDG Books sold more than $8,000 in books at the three-day show, with the best-selling titles being *My iMac* by **Andrew Gore** (editor-in-chief of *Macworld*), Jill Baird and Chris Breen and *Macworld Mac Secrets, Fifth edition* by David Pogue and Joseph Schorr.

Several IDG Books authors hosted segments of the Macworld live radio show and participated in an Ask The Experts panel. Others, including *Photoshop Studio Secrets, 2nd Edition* and *Web Design Studio Secrets* co-author Katrin Eismann and *AppleWorks 5 For Dummies* and *Macworld Office 98 Bible* authors Bob LeVitus and Deborah Shadovitz, gave presentations on their books, followed by an author signing.

IDG Books Associate Publicist **Stephanie Rodriguez** said that stand-up comedian and "funk master" Sinbad made a return visit to their booth this year to chat with LeVitus and Shadovitz. "I take [their] book on the road with me — that way I can have a life!" he said.

Macworld Expo

continued from page 1

nized the July 21-23 show. "The buzz that was created by [the exhibitors' new products] was amazing, combined with [Apple interim chief executive officer] Steve Jobs' keynote and Apple's announcement of the iBook. Before the floor opened thousands of people were lined up waiting to see the latest and greatest new products for their Mac."

In a demonstation of its ability to deliver news first, Macworld staff had posted a story covering the keynote and Apple's other product announcements on MacCentral.com and MacWEEK.com before the final applause for Jobs' speech. "We are proud of our ability to publish a story within minutes -- reporting Apple industry news in 'Internet time,'" said **Colin Crawford**, Mac Publishing President and CEO.

According to Derany, attendees were wandering the lobbies of the Jacob Javits Center days before the opening of the show to make sure they knew the shortest path to where the keynote speeches would be given and where to stand in line to get good seats for the Macworld Town Meeting. She also said the conference programs – one for Macintosh professionals, one for Mac enthusiasts – "were bursting at the seams, with standing-room-only crowds."

Even the Gaming Championship, the largest one in Macintosh history, had a record number of participants at 367. More than 30 Mac gaming tournaments ran simultaneously for three days, with contestants vying for more than $25,000 in prizes.

Excitement at the Macworld Booth was unprecedented, according to **Francesca Koe**, senior marketing manager for Mac Publishing. Starting with a live Web-cast of Steve Jobs' keynote, Macworld Live kicked off its fourth successful production of onsite original content. "Only Macworld Live can bring another quarter of a million virtual attendees right to the show via our audio and video coverage on Macworld.com," Koe said. "Our showcase sweepstakes and our executive interviews garner overwhelming foot traffic and enthusiasm at the show. Additionally, with sponsorship partners like Microsoft and IDG Books, Macworld Live continues to develop its key business franchise."

The evening before the show, Mac Publishing held an exclusive CEO reception at the famous "Rainbow Room" at the top of the NBC building in Rockefeller Center. This prestigious event was well-attended by more than 200 of the industry's top executives. The CEO reception provided the guests an ideal setting in which to network with each other as well as Mac Publishing's senior management and key editorial staff.

Macworld's marketing team takes a break in the Macworld hospitality suite. (L-R) ***Karla Kyrias****, sales and marketing coordinator,* ***Steve Kemble****, events consultant,* ***Nancy Galanty****, events manager,* ***Francesca Koe****, senior marketing manager.*

Derany said there were some logistical challenges in preparation for this year's show, as a result of the decision in February to change the show from a three-facility Boston venue to a one-facility New York one. (See *IDG World Update*, "Macworld Expo nixes return to Boston in favor of repeat NY run," Feb. 22, 1999.) "Most of our exhibitors were already booked for Boston, hotels needed to be contracted, advertising had already began promoting the event in Boston, and hundreds of other challenges had to be overcome — and quickly. The Macworld Expo Team here at IDG Expo Management did a fantastic job of turning everything around at warp speed, and everyone's expectations were met and exceeded."

The IDG Expo Management group even converted an exhibit hall into a keynote site for more than 5,500 conference attendees and members of the media – "our largest Macworld Expo keynote audience to date," Derany said. Attendees began arriving at 5:30 a.m. to make sure they wouldn't miss Jobs' 9:00 a.m. speech.

Macworld Expo is owned by IDG, produced by IDG Expo Management Co. and sponsored by Mac Publishing L.L.C., a joint venture between IDG and Ziff-Davis and publisher of *Macworld*, *eMediaweekly* and MacWEEK.com.

The next Macworld Expo will be held at San Francisco's Moscone Center from Jan. 4-8, 2000; the next Macworld Expo/New York is at the Javits Center from July 18-21, 2000. For more information, contact Nicole Derany at 781-440-2712 or nderany@macworldexpo.com or www.macworldexpo.com.

WU

noteworthy people

Baskin

Reimers

Robinson

Samson

Malek

Hachini

IDG WORLD UPDATE

Promotions

Long-time *PC World* Editor-in-Chief **Cathryn Baskin** has been promoted to vice president, editorial director. She takes the reins from **Phil Lemmons**, who will assume top editorial responsibility for IDG's new online business venture, currently in development.

Baskin has more than 20 years' of publishing experience. In her expanded role, Baskin is responsible for the overall strategic editorial direction of *PC World* print and online, and for identifying new product opportunities for the *PC World* brand.

Baskin was actively involved in the launch of the *PC World* "Top 100," the first and only monthly rankings of the latest PCs and peripherals on the market. In 1995, the American Business Press awarded Baskin the McAllister Editorial Fellowship for her work in business journalism. This year, *MC* magazine named her to its competitive "Influencers" media list.

"*PC World* is fortunate to have such a talented editorial professional to lead it to new levels of excellence — both in print and online," said **Jeff Edman**, *PC World* publisher. We congratulate Cathy on her new role, and look forward to working with Phil in his important new position within IDG."

In London, *PC Advisor* Account Manager **Paul Kitchen** has added "senior" to his title. "Paul will be working on a new sales territory handling some of our biggest accounts, including several blue chip companies based in the Berkshire and Hampshire areas," said Advertisement Director **Mark Foster**.

New employees

Office Services Assistant **James Reimers** comes to IDG Books' California office from Fallon Moving where he worked as a general manager. He majored in business at Oregon State University in Corvallis and likes to golf.

Chris Lin joins *InfoWorld* as a Web developer, coming from Fuchi Electronics and Chemistry where she worked as a programmer and network and database developer. She earned an M.S. in science from East Tennessee State University and has nearly completed degrees in computer science and electrical engineering. When not studying she likes to play soccer.

Previously a surety underwriter with Reliance Surety Insurance Co., **Leslie Robinson** has been hired by *InfoWorld* as a marketing communications specialist. She holds a degree in business administration with an emphasis in marketing from California State University/ Sacramento and likes to explore new destinations with her husband.

Ted Samson joins *InfoWorld* as a copy editor, coming from Marin Scope Community Newspapers where he was an editor, writer, page designer and jack-of-all-trades. He graduated from the University of Redlands in Redlands, Calif., with a B.A. in professional writing and business administration. In his off hours he likes to hike, work out and write.

Jacqui Snedeker has joined *InfoWorld*'s Rochelle Park, N.J., sales office as district sales manager for the Eastern region. She was previously an account manager for Digital Pulp, an ad agency specializing in building Web-based brands. Married this past June, Jacqui has a B.S. in marketing from Long Island University in Greenvale, N.Y.

Until recently a long-term temporary employee, **Ladie Malek** has accepted a permanent position with *PC World* as advertising sales coordinator. She received a B.S. in civil engineering from UCLA and an M.A. in education and teaching credentials from Stanford University in Palo Alto, Calif. She served as mathematics department co-chair at McKinley Middle School in Redwood City, Calif., participated in school restructuring, and helped develop an innovative space-science curriculum with the Search for Extraterrestrials Institute education project. Her other interests include travel, biking, soccer and reading.

IDG Global Communications has hired **Ramzi Hachani** as a systems administrator, a title he previously held at IBM Global Services. He earned a B.S. in management information systems from Institut Superieur de Gestion at the University of Tunis in Tunisia and is a Certified Lotus Professional: System Administration. Outside the office he enjoys soccer, team handball and history.

Computerworld has hired **Diana Turco** as a fulfillment assistant. She was previously with MetroWest Medical Center where she was a clerical supervisor in the Radiology Department. She holds an associate's degree in business from the Berkley School in White Plains, N.Y., and enjoys spending time with her family and scouting for antiques.

Thomas Porcella is *The Industry Standard*'s new direct mail coordinator, coming from Miller Freeman where he worked as a subscription manager. He earned a B.A. in English from St. Mary's College and lists camping and collecting records among his hobbies.

Correction

The July 5 issue of *IDG World Update* incorrectly listed the locations of two new IDC Nordic employees. Research Analyst **Christina Steensboe** is based in Copenhagen and Research Analyst **Birgitte Andersen** is based in Stockholm.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Karl Heinz Zimmermann *IDG Germany*

17
Saiman Hui *IDG Asia Business Development*

12
Molly Leung *IDG Hong Kong*

11
Philippa Grattan *IDG New Zealand*
Esther Van Dijk *IDC Netherlands*

10
Claire Scanlan *IDC U.K.*
Liesbeth Ruoff-van Welzen *IDC Netherlands*
Josef Gruber *IDG Germany*
Lisa McKeon *IDG Communications*

9
Julio Vial *IDC U.K.*

8
Chris Keall *IDG New Zealand*
Keith Henry *IDC U.K.*
Claudia Jachtmann *IDC U.K.*
Tiziana Parma *IDG Italy*

7
Pauline White *Laurentian Technomedia*

5
Cameron Tomes *IDG Australia*
Renee Capri *The Industry Standard*

4
Karl Martin *IDG New Zealand*
Stephen Wright *IDG New Zealand*
Emma Parsons *IDG Global Solutions Europe*
Matthew Powell *IDG Australia*
Helen Gore *IDG Books*
Kevin Mitchell *Mac Publishing*

3
Rumi Nakano *IDC Japan*
Akiko Karasawa *IDC Japan*
Korie Pelka *IDG Books*
John Read *IDG Books*

2
Steve Reddington *IDG New Zealand*
Rebecca Senninger *IDG Books*
Barry Pruett *IDG Books*
Cyndra Robbins *IDG Books*
Jill Alexander *IDG Books*
Abbie Feibush *IDG Games Media Group*

1
Colin de Almeida *IDC U.K.*
Philip Odgers *IDC U.K.*
Natalie Taylor *IDC U.K.*
Andrew Milroy *IDC U.K.*
Rasika Pradhan *IDC Netherlands*
Tara Welsh *Laurentian Technomedia*
Allison Barrett-Smith *IDG Books*
Eric Greisdorf *IDG Books*
Peter Olafson *IDG Games Media Group*
Renee Sweeney *The Industry Standard*
David Shimada *The Industry Standard*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

International Employee Survey to be sent in September

The 1999 International Employee Opinion Survey process is under way! Over the past several years, staff from international business units have said they would benefit from a more direct year-to-year comparison of survey results. As a result, the 1999 International Employee Survey will be very similar to the 1998 version, offering units the opportunity to examine how their operations have changed and grown over the past year.

There will be 47 international business units participating in the '99 survey representing 42 different countries. IDG Human Resources challenges all participants to surpass last year's fantastic response rate of more than 70%.

The survey will be delivered in early September, and results are slated to be returned to international units by the end of the year. WU

Results of the U.S. Employee Opinion Survey should be delivered to business units by late August.

IDG Hungary sponsors sailing regatta

Scenic Lake Balaton in western Hungary set the stage for the first *PC World* Cup sailing competition last month.

Sponsored by IDG Hungary, the races drew more than 150 participants, including representatives of IT companies. The competition may well become an annual tradition, with the company's other publications – *Computerworld* and the games magazine *PC-X* — perhaps gaining more visibility with Cups of their own.

The business unit, under the direction of sailing enthusiast and Managing Director **Istvan Bíró**, has supported a yachting club in Balatonfüred for many years, where the IDG logo adorns the sails of the club's boats. WU

*IDG Hungary Managing Director **István Bíró** (center, in pants) and PC World Hungary Editor-in-Chief **Akos Bognar** teamed up to win first prize in the 33-foot sailboat category.*

off line for fun

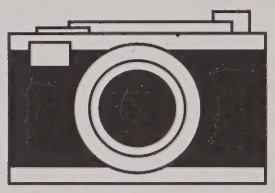
It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday Aug. 31.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The 5th Wave By Rich Tennant

IDG Photo Calendar Contest concludes in 43 days!



Don't miss the opportunity to have your photographic skills showcased in IDG's first employee photo calendar of the new millenium! Entries are now being accepted for the 16th annual IDG Employee Photo Calandar Contest. The contest is open to all IDG employees worldwide. Twelve masterpieces will be selected for inclusion in the calendar—one could be yours! Calendars are distributed to all business units worldwide at the beginning of the new year.

New century, same old rules:

- You may submit up to two color or black-and-white prints or 35-mm slides. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos!

- Entries must be received by **Monday, Sept. 13**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

Prizes will be awarded as follows:

First place: $250
Second place: $150
Third place: $100

Questions? Please contact **Patricia Smith** (patricia_smith@idg.com) or **Penny Winn** (penny_winn@idg.com).

Please note: Due to the ever-growing number of entries received, photos will not be returned. Please make copies!

Coming up

LinuxWorld Conference & Expo
Aug. 9-12
San Jose, Calif.
Contact: Kristin DeAngelis
IDG World Expo
kristin_deangelis@idg.com
www.linuxworldexpo.com

Software and eCommerce Investments and Adoption Patterns in Latin America
Aug. 19
Coral Gables, Fla.
Contact: IDC Latin America
tel: 305-267-2616
www.idcresearch.com/events

IDG U.S. Sales Meeting
Aug. 25-28
Del Coronado Hotel
San Diego
Contact: Marion Kibbee
marion_kibbee@idg.com

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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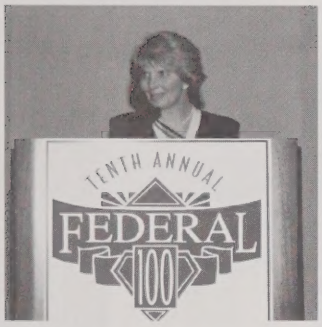
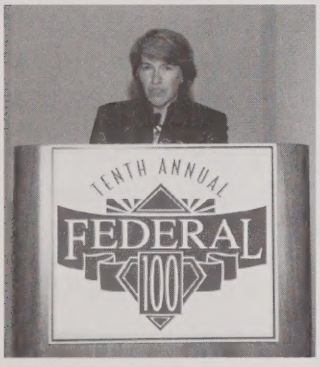


***Edith Holmes**, President of FCW Government Technology Group, and **Anne Armstrong**, editor-in-chief of Federal Computer Week, (below) served as emcees for the Fed 100 awards ceremony.*



FCW marks 10th anniversary of Fed 100

Awards honor "dedicated people who believe in public service"

The most prestigious awards ceremony in the federal IT community took place June 15 in Washington, D.C. with *Federal Computer Week* at the helm for the 10th consecutive year. The event drew close to 1,000 industry leaders — including IDG Chairman **Pat McGovern** — and government officials.

FCW's Fed 100 Awards Program honors 100 individuals in the federal IT arena for their contributions to improving government and its delivery of service to its citizens through the use of information technology. The winners are nominated by their peers — *FCW* readers — and are selected by an independent panel of judges.

The honorees' work reflected a number of themes, among them the Year 2000 problem, electronic commerce, encryption and security issues, and, from the perspective of industry executives, new ways of working with the government as a customer.

Two Fed 100 honorees from industry and government – Unisys Federal Systems President James McGuirk and Deputy Secretary of Defense John Hamre — received this year's Eagle Awards for their exceptional contributions. Eagle Awards are not announced until the ceremony and are judged by independent professional organizations.

"The Federal 100 awards are particularly important to this community because they remind us that people are the essential ingredient for a successful program in either government or industry," said *FCW* Editor-in-Chief **Anne Armstrong**. "It's so easy to overlook the imaginative, dedicated people who actually believe in public service. This ceremony gives us the opportunity to recognize them."

Syndicated humor columnist and author Dave Barry provided the evening's entertainment and got a rousing reception from the audience.

FCW created four major sponsorship opportunities for the awards evening, which consisted of a formal cocktail reception, dinner, awards presentation and champagne/dessert reception. Three levels of advertising were sold in the glossy program booklet. More than 90 tables were sold for the event and 54

continued on page 5

Fifth ComNet Warsaw sees 10% jump in exhibitors

***Agnieszka Mierzejewska**, marketing manager, IDG Expo; **Kazimierz Szot**, president, IDG Poland; **Marek Michalski**, director, IDG Expo; Maciej Srebro, minister of Post and Telecommunications, confer at ComNet.*

The Pope was in town and so was ComNet. Organized by IDG Poland's Exposition and Conference department, the fifth annual ComNet Warsaw '99 focused on telecommunications, networking and Internet, with a special emphasis this year on e-commerce and using radio technology to access networks. (His Holiness focused on his ministry.)

This year's show, held June 16-18 at the Palace of Culture and Science, saw a 10% increase in exhibitors from last year, said **Agnieszka Mierzejewska**, IDG Poland's expo marketing manager. Due to the Pontiff's visit, attendance – about 8,000 — was the same as the previous year.

"We expected that, due to the pilgrimage of John Paul II, the number of visitors might drop," Mierzejewska said. "Thus in the marketing campaign we stressed promotions for visitors. Besides a

continued on page 5

in brief newsworthy

IDG signs online-only license with Israeli computer training company

Deal covers content from PC World, Computerworld, Network World, News Service

IDG WORLD UPDATE

*Sivan General Manager **Elan Penn** (second from right) visited Boston this month to sign a licensing agreement with IDG. Joining him are (L-R): IDG News Service Executive Editor **Elizabeth Heichler**, Licensing Administrator and Support Coordinator **Jean Gasbarro** and IPS VP/Licensing **Tim Clarke**.*

Late last month, IDG signed a license with Sivan Computer Training & Systems Company Ltd. of Tel Aviv, Israel. The license grants electronic rights only to content from *PC World*, *Computerworld* and *Network World* and IDG News Service correspondents.

Sivan will access IDG-licensed content via the IDG News Service; its staff will translate articles into Hebrew from these IDG sources and will also produce local coverage of the IT market. At the same time, Sivan will monitor the IT publishing niche in Israel for print opportunities going forward.

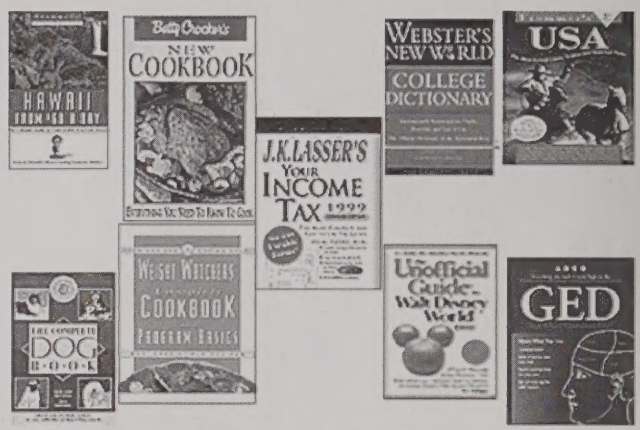
Established 20 years ago, Sivan is accredited by major technology vendors such as Microsoft, Oracle, Cisco, Novell and more. A company profile in English is available at www.sivan.co.il. Its Web site is an integral part of Sivan's training process and has received national acclaim both for the technical support offered in 17 different discussion groups, moderated by Sivan's team of instructors, and technical articles.

"In light of Israel's rapidly growing IT industry, Sivan aims to grow its Web site into Israel's leading provider of online IT news and information, thus its pursuit of a license with IDG," said **Tim Clarke**, vice president/licensing at IDG International Publishing Services. "This is the first online-only license for IDG overseas, and we expect increasing interest in this area over the next few years."

IDG also has a license for *Publish* magazine in Israel with Haolamot-Thagyot Media Ltd.

For more information on Sivan Computer, contact **Elan Penn**, general manager, at epenn@sivan.com or **Gur Tirosh**, editor-in-chief and Webmaster, at gur@sivan.com. WU

IDG Books completes acquisition of Macmillan brands



Among the 3,000 titles now published by IDG Books are such well-known brands as Frommer's Travel Guides, Betty Crocker Cookbooks and The Unofficial Guide to Disney World.

In a move that has quadrupled the titles offered by IDG Books Worldwide, the company last week completed the acquisition of more than 3,000 book and online brands from Macmillan General Reference Group. The purchase, valued at $83 million, includes such well-known brands as the *Frommer's Travel Guides*, *Weight Watchers Cookbooks* and *Webster's New World Dictionaries*.

"This acquisition is a transforming moment for IDG Books," said Chairman and CEO **John Kilcullen**. "IDG Books has built its reputation as one of the leading computer book publishers in the world with an array of best-selling branded series valued for delivering authoritative information in fun and compelling ways. By adding these 3,000 properties to our lineup, IDGB has become a leading player in consumer publishing." WU

IDG Books custom publishing group teams with Epson in printer guide

First-time printer buyers looking for help in making a smart selection would do well to peruse a copy of *Buying an Inkjet Printer For Dummies*, a new booklet published by IDG Books in conjunction with Epson America Inc. Available free (there is a $2.99 shipping charge) on Epson America's Web site at www.epson.com/whatsnew/promotions/dummies.html, the booklet provides information such as the difference between various ink jet technologies and an explanation of printer terminology.

"The booklet contains many of the popular features of the ...*For Dummies* series, including icons, the 'part of tens,' and a fun, insightful approach," according to **Lisa Coleman**, IDG Books director of special markets.

Buying an Inkjet Printer For Dummies is one of a growing number of custom printing projects handled by IDG Books' Special Markets group. For more information, contact Coleman at lcoleman@idgbooks.com. WU

executive

Q and A

Pat McGovern
The chairman of IDG is this week's columnist.

"[Successful Internet companies] will understand that their success will be based on superior marketing and customer service and not simply on technology. Strong brands create a competitive advantage that is difficult for new entrants to overcome. The leading brand can be expected to get a 40% to 60% market share in a category, the next two brands will split a 30% market share, and many small survivors the rest."

Q How is IDG doing this year? Will its profits be up or down?

A I'm pleased to tell you that IDG is expecting a 30% increase in profits this year compared to last year. This is in contrast to our two major competitors, Ziff-Davis and CMP, which are both experiencing a decline in profits.

Why is this happening? IDG is much more diversified than Ziff-Davis and CMP. The market trouble spot this year — U.S. print publishing — is experiencing declines in revenue and profits. However, this area accounts for less than 30% of IDG revenue but the vast majority of the revenues of Ziff-Davis and CMP.

In contrast, IDG has 40% of its publishing revenue in Europe, where revenue is up 11% and profits are up 18%. Also, our research companies are up 19% in revenue and 95% in profit. And, our book publishing business is up 16% in revenue and 20% in profit.

Supplementing these strong operating results are excellent results from our investment activities. Our stock market portfolio (managed for us by outside experts) has achieved a 61% increase in gains this year compared to a year ago. And, our venture capital subsidiary, IDG Ventures, is having an outstanding year. The first three of their investment liquidations have produced $108 million in profits on a total investment of only $6.2 million. Their performance puts them in the top rank of venture capital companies. And, there are a lot more big winners among the 60 investments in our worldwide venture investment portfolio.

Q I've just read press reports that Softbank, the owner of Ziff-Davis, claimed that it used its association with Ziff-Davis to get access to attractive venture capital investment opportunities. What is the difference between Softbank's venture capital investments and IDG's?

A Two major differences are:
1. IDG's venture capital investments have had a higher rate of return than Softbank's.
2. IDG's venture capital investment returns are included in our financial results, boosting IDG's enterprise value for the benefit of all participants in our Employee Stock Ownership Plans. In contrast, Ziff-Davis does not participate in Softbank's venture investment results.

Q What do you think will be the key characteristics of successful Internet companies?

A I believe there are five key characteristics that will differentiate the winners from the losers among Internet companies. They are:

1. The winners will be "early movers." They will move quickly to establish their brand as the one that defines the market they serve. They will work passionately to achieve a leadership position in the number of visitors, the number of transactions and the mind share in their field of service.

2. The winners will understand that their success will be based on superior marketing and customer service, and not simply on technology. Strong brands create a competitive advantage that is difficult for new entrants to overcome. The leading brand can be expected to get a 40% to 60% market share in a category, the next two brands will split a 30% market share, and many small survivors the rest. So, it is very rewarding to do whatever it takes to become the leading brand in the markets you want to serve.

3. The winners will focus on one market, working day and night to achieve leadership in that field. The losers will spread themselves out over several markets, dilute their skills and resources, and wind up as an also-ran in the fields in which they participate.

4. The winners will understand that at this stage of the Internet market, investors are the major source of operating funds, not advertisers or Web site visitors. The winners will take advantage of this low cost of capital to raise, through private placements and public offerings, the working capital that they need to invest in marketing and advertising to achieve the top in brand recognition and mind share.

5. The winners will recognize that the skill and talent of their employees is ultimately the key to achieving a sustainable competitive advantage. There is a huge shortage of skilled people in the Internet industry, so the winners will take advantage of their ability to raise capital cheaply to hire the most talented people in each job function so that they can outperform and outlast their competitors.

Lucent customers flock to InfoWorld event at SuperComm

*InfoWorld President, Publisher and CEO **Steve Moylan**; panelists Bill Smith and Carly Fiorina, and **Joan Kelly**, then-InfoWorld VP/associate publisher and now executive vice president of IDG Communications.*

In yet another example of the power of IDG, *InfoWorld*, IDC and IDG as a whole garnered great publicity at a breakfast event for Lucent Technologies at SuperComm '99 in Atlanta on June 8. The panel discussion entitled "Profiting from the Networked Economy: See Your Network in a New Light," drew 135 Lucent customers and prospects.

"Many of our conversations and business proposals for clients are centered around bringing customers and prospects closer to our client," said *InfoWorld* Regional Manager **Steve Martin**, one of the IDG senior sales executives on the Lucent account. "In most cases our proposals include, for example, special print and online projects centered around client breakfasts and speaking engagements by IDC managers and industry luminaries. As a result of our proposals for Lucent, *InfoWorld* got the call to step up to the plate and deliver a very high-end and customer-driven event at SuperComm '99"

For the past three years, Business Week/McGraw Hill ran the customer events for Lucent at SuperComm. This year, just seven weeks prior to the show, Lucent and its advertising agency asked *InfoWorld* to bring a fresh approach to the annual event.

Although he said it was "excrutiatingly challenging" to put all the details together in such a tight timeframe, Martin noted that the event came together smoothly thanks to the coordination between Lucent, its agency McCann-Erickson and *InfoWorld*, especially *IW* Senior Sales Associate **Roseann LaBruno**.

The panelists were IDC Senior Vice President **Gigi Wang**, IDC IP Telephony Analyst **Tom Valovic**, BellSouth Telecommunications Vice President Bill Smith, Level 3 Communications Senior Vice President Thomas Sweeney and Lucent's Global Service Provider Business President Carly Fiorina, who was recently named president/CEO of Hewlett-Packard. TV personality Charlie Rose, who moderated the discussion, "was brilliant in keeping the executives on the panel in touch with the audience and the audience attached to the panel," Martin said.

After the breakfast, Lucent's advertising and communication managers told the *InfoWorld* team that this had been their biggest and most successful event ever at SuperComm.

"Lucent's business is on a very, very fast track," Martin said. "They don't have the luxury of time or opportunity to really get to know all of their important vendors [such as IDG, IDC and *InfoWorld*] and exactly what these vendors can provide in the areas of service, support and market connections. An event like this helped Lucent executives at the highest levels begin to understand more clearly what IDG, IDC and *InfoWorld* are all about. We gained branding throughout the Lucent organization and with other potential IDG customers, and Lucent had its name attached to an upscale event where very good information flowed to all attendees. It was a win for everyone involved." WU

*(L-R): InfoWorld's **Steve Moylan** with moderator Charlie Rose and InfoWorld Regional Manager **Steve Martin.***

Job Opportunities -August 9, 1999

Sales Associate (CW)
The Sales Associate will be responsible for providing sales support for the Account Director in the territory and will provide support to other sales teams as required. The Sales Associate will also be responsible for all sales administration functions, on-line sales, prospecting within the territory and participating as a value-added member of the sales team on sales calls. The Sales Associate position requires excellent verbal and written communication and organizational skills. Attention to detail and follow-up are necessary. Knowledge of technology, Internet Commerce and Telecommunications is desired. A minimum of 1 - 5 years of sales-related experience and a bachelor's degree or equivalent work experience are also required. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Associate Editor (FCW)
Civic.com, monthly magazine with daily Web edition covering state & local government IT, looking for an associate editor to help manage and support editorial and production. Responsibilities include spot reporting and writing, section editing, layout and production support, liaison with sales and art departments, coordinating with inside editors and outside contributors. Ideal candidate is a team player, light on their feet, has a nose for good stories, highly organized, and has 3-5 years of reporting experience.
Location: Falls Church, VA
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Accounting Manager (GamePro)
The Games Media Group is looking for an Accounting Manager to provide support to the finance and accounting departments. The candidate will support the implementation of accounting systems, including managing the monthly accounting, sales close and weekly processing of information to corporate parent, supervise the day to day collection and interpretation of accounting data, interface with vendors, IDG corporate and divisional clients on accounting and certain operational matters, participate in the ongoing budgeting, forecasting, analysis and planning process, and manage/supervise accounting support in the form of performance evaluations and coaching and counseling in keeping with established policies. The responsibilities outlined above are not all-inclusive and may change as required by the position. *Location: San Francisco, CA*
Contact: B. Sours, Fax: 650-349-5279, Phone: 650-286-2545, Email: bsours@gamepro.com

Office Services Associate (IDC)
IDC is seeking an energetic individual to join the Mailroom. Responsibilities include mail and package delivered to offices both on- and off-site, as well as ongoing special projects. In addition to excellent customer service skills, interested candidates should have solid fix-it skills for minor to medium maintenance work orders, be able to lift 50 lbs., and have an excellent driving record.
Location: Framingham, MA
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

Senior Research Editor (IDC)
IDC's Publishing Services and Technologies (PST) group is seeking a seasoned editor to contribute to the high quality of IDC's IT market research reporting. This is an exciting and challenging position that involves both coaching junior-level staff and project management. Exceptional editorial skills and experience in the IT industry, along with high levels of motivation and enthusiasm will define the ideal candidate. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Business Analyst (IDC)
Working closely with international controllers, this individual will consolidate monthly worldwide operating results, as well as track, measure, and report domestic and worldwide sales activity. Specific responsibilities involve publishing monthly executive binders for our CEO and CFO, monitoring domestic product-line profitability, assisting in annual budgeting and planning process, and calculating domestic sales commissions. Candidates must have an MBA or be current candidates and have 4-6 years of experience in Financial Analysis. Strong spreadsheet design skills and expertise in creating macros, templates and reports are essential as is prior supervisory experience. Relevant international exposure and experience with a multinational firm preferred. *Location: Framingham, MA*
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Intern, IT Advisor Program (IDC)
IDC's IT Advisor Program is a service geared toward the IT information needs of the IT community. The successful candidate will be responsible for conducting primary and secondary IT-related research in the IDC library and/or through discussions with IDC analysts and industry contacts. The candidate will also interact with clients within IT organizations, computer vendors, and industry professionals over the phone as necessary. Will work on various projects. Requirements include: Highly motivated individual with the ability to work independently, computer industry knowledge, strong people and writing skills, CD-ROM/Internet searching experience, and MS Word/Excel experience. Past research experience a plus. *Location: Framingham, MA*
Contact: C. Burton, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

Associate Research Analyst, PC Pricing (IDC)
IDC's PC Pricing Program is looking for an Associate Analyst. Responsibilities will include maintaining a pricing database in Lotus Notes, client inquiry support and assisting on consulting projects. An understanding of the PC market is required, particularly experience related to PC acquisition. Solid quantitative skills are required, including the ability to manipulate and model data using spreadsheets and/or other database tools. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

Program Manager, Software Support & Integration (IDC)
IDC's Services group seeks a motivated Research Manager to manage and grow the Software Support & Integration program. Responsibilities include conducting primary and secondary research, writing research deliverables, supporting and managing custom consulting projects, managing the program P&L, supervising and managing employees and associates. Ideally, the candidate for this position will have 5 years of experience in market research and in the IT industry. An MBA is preferred. Strong quantitative, analytical, and writing skills are essential, with strong experience in Microsoft applications. Excellent customer relation and presentation skills are also required. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

Research Analyst, Cross Industry Application (IDC)
IDC's AIA team would like to speak to qualified candidates for a newly created analyst position. In this position you will respond to customer inquiries and perform quantitative and qualitative market analysis on enterprise applications markets such as supply chain management, delivery of enterprise applications through ASPs (application service providers), and high level applications market trends. Responsibilities include providing excellent service to our customers as well as conducting market research and helping to grow this successful business area under the direction of the program manager. We require someone who is service oriented, organized, and familiar with the applications. Good data analysis (strong working knowledge of spreadsheet required, statistical software a plus) and good writing skills also required. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Analyst, Services & Support Database Program (IDC)
The IDC Services group seeks a motivated analyst for the Services & Support Database Program (SSDB) Program. This position involves managing, administering and updating an expanding database of competitive service description and pricing information. Duties also include managing relationships with strategic partners, making informed recommendations to and responding to inquiries from major IT vendors, expanding the database to meet the needs of new global client sets, and marketing the program to prospective clients. Ideally, the candidate for this position will have experience in database management and a background in the IT industry. Strong quantitative, analytical, and user administration skills are essential. Entrepreneurial drive, excellent customer relation and presentation skills are also required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Research Analyst/Account Manager, IT Advisor Program (IDC)
IDC's IT Advisor Program is a service geared toward the IT information needs of the IT community. The program is designed to provide relevant research and inquiry support to its customer base. The analyst/account manager supports a defined account base through both proactive and reactive interactions with clients. The analyst's responsibilities include client account management, inquiry support, contribution to research deliverables, and custom projects, as necessary. This person will be responsible for maintaining knowledge of IDC products and key topics of interest to IT organizations. Candidates should possess good customer skills, and an understanding of the IT industry, with specific knowledge of issues facing IT organizations. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager, Enterprise Network Distribution Channels (IDC)
We are seeking an energetic team player to become part of a growing channels research organization at IDC. The successful candidate will bring a blend of skills including familiarity with Microsoft Office, especially Excel and PowerPoint as well as excellent phone, interviewing, writing and presentation skills. Some knowledge of the channel or the networking industry is a plus. The Research analyst has several key responsibilities including primary research on various distribution channels and selected networking and telecom manufacturers distribution strategies. This individual will also participate in joint research activities with other IDC analysts and be a part of the evolving channels program within IDC. The channels program is a fast growing area and is currently developing models for on-going research, Primary deliverables will be analytical and thought provoking bulletins, quarterly revenue and unit reports and annual five year forecasts delivered with the assistance of the Channel Program Director. Minimum education Bachelors Degree and 3 years work experience. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager/Director, Enterprise Application Integration (IDC)
IDC's Application Development and Deployment program is looking for a seasoned professional to drive market research and consulting for the Enterprise Application Integration (EAI) market. Research areas cover data centric, process and middleware centric approaches to application integration. Outstanding skills in data analysis, communication, public speaking, and project management are required. Extensive knowledge of application integration products, vendors, and strategies is necessary. Experience in business development is also desirable. An advanced degree in business, economics, marketing, or computer science is strongly recommended. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 10-20 years experience in application development requested with direct experience working for a development tools vendor desirable. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager/Sr. Research Analyst, Semiconductors (IDC)
IDC's Semiconductor research group is looking for an individual to head our research in the consumer semiconductor markets. Understanding of consumer electronics trends, including equipment trends, system on a chip trends is crucial for this position. The individual will have superior analytical, communications, and leadership skills. Responsibilities will include market sizing, forecasting, market share statistics, competitive analysis, pricing analysis, and supporting our consumer application research. The successful candidate will have excellent verbal and written communication, be detail-oriented, and be able to work as a team member with other IDC semiconductor and electronic equipment analysts. At least 6 years of experience is required and electrical engineering experience is preferred. *Location: Mt. View, CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Research Analyst, Data Communications (IDC)
IDC seeks a Senior Research Analyst to cover key data communications and Internet technologies including ATM, DSL, wireless networks, and broadband cable. Strong writing skills and ability to communicate with clients is a must. Networking industry knowledge expertise, 2-5 years experience, and B.A./B.S. required *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Senior Research Analyst, Interactive Training Services (IDC)
In keeping pace with the rapid growth of IDC's market intelligence for the IT Training and educational services area, IDC is seeking a Senior Research Analyst who will be responsible for identifying emerging opportunities for service firms to profitably grow their training and education services. Creating in-depth profiles of leading firms means that this senior analyst will identify best-of-breed firms., This is a high-profile position in which the successful candidate will have frequent contact with the press, wall street firms and senior industry services executives and must possess excellent writing and quantitative skills. MBA graduate in finance or marketing with 5 - 10 years of industry experience is essential. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Client Service Representative, Major Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Marketing/Event Coordinator (Mac Pub)
This highly skilled and motivated individual will be responsible for a wide variety of marketing programs and event production, which include overseeing the planning, logistics, coordination and execution of events and tradeshow marketing. The ideal candidate must have at least 2 years of marketing and/or event production experience, have the ability to work in a fast paced, high energy environment, and is a team player. He/she must have the ability to successfully meet multiple deadlines and changing priorities. Attention to detail, organizational and excellent communication skills are a must. *Location: San Francisco, CA*
Contact: F. Koe, Fax: 415-243-3592, Phone: 415-243-3677, Email: fkoe@zd.com

Marketing/Graphics Specialist (NW)
Network World's fast-paced marketing department is looking for a team player with 2-4 years of marketing experience to assist our marketing communications team. Individual will be responsible for the creation of print and on-line projects including direct mail, presentations, sales collateral and content/posting on our Web Site. Responsibilities will also include coordinating mailings, managing collateral distribution and general sales support including plaque production. Individual must have strong customer service skills, graphic design capabilities, be detail oriented and be able to manage multiple projects. Creative skills required as well as proven experience with QuarkXpress, PowerPoint, HTML. Experience with Illustrator or PhotoShop a plus. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

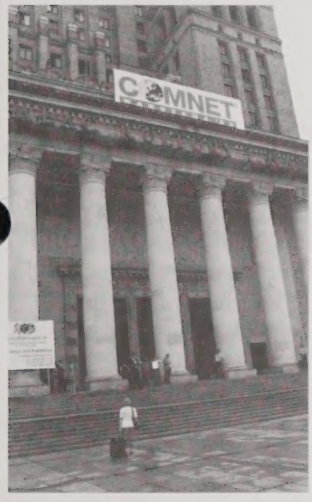
Senior Associate Editor (PCW)
PC World is looking for a senior associate editor to join its award-winning Reviews team. Candidates should have a thorough knowledge of issues in the computer industry; 3-4 years of computer magazine writing and editing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. Management experience and a working knowledge of Access and Excel is a plus. *Location: San Francisco, CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Staff Editor (PCW)
PC World is looking for a staff editor to join its award-winning Reviews team. Candidates should have a solid knowledge of issues in the computer industry; 2-3 years of magazine writing and editing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. A working knowledge of Access and Excel is a plus. *Location: San Francisco, CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Designer/Producer (WEBIDG)
WebShopper, the e-commerce site within WEBIDG, is looking for a web savvy, technically minded, creative, resourceful individual to help grow a world class buying advice and shopping site. As a designer/producer, you'll be responsible for maintaining the graphics on the site as well as creating new sections and features. You should have a keen sense of design and be comfortable working on both Mac and Windows. You'll need expertise with PhotoShop, Illustrator and other web design tools, and you should be familiar with optimizing graphics for the web. You should have a solid understanding of Netscape and Internet Explorer and how versions differ. A good understanding of HTML and online production experience are a must; JavaScript, Flash, and multimedia expertise are desirable. *Location: San Francisco, CA*
Contact: A. Eisner, Fax: 415-975-2664, Phone: 415-974-7438, Email: andrew_eisner@pcworld.com

Operations Manager (The Webby Awards)
The Webby Awards, "The Oscars of the Internet", seeks a dynamic, fast-thinking, big picture, and deadline-driven Operations Manager to manage fast growth in it's South Park office. Work in a growing, creative environment in the heart of new media. The successful candidate will have experience in setting up new hires, streamlining office processes, planning and implementing office systems (phone, computer, database) with the help of external contractors, and assure the smooth running of day-to-day operations. In addition, they will have experience in negotiating and managing vendor relations, budget control, and general accounting. Experience managing an office of eight or more required, experience expanding start-ups a plus. College degree and 4 years of related experience are required. Strong knowledge of MS office applications, and FileMakerPro also required. Microsoft Project and strong Internet knowledge a plus. Location: San Francisco, CA
Contact: P. Sur - fax:650-524-7003 phone:650-524-7102 email:patricia_sur@cw.com

***Kazimierz Szot**, president of IDG Poland, during at opening ceremony.*



Poland's Palace of Culture and Science served as the venue for ComNet Warsaw.

ComNet

continued from page 1

large press campaign, we placed a total of 355,000 invitations in five magazines: *Computerworld*, *Networld*, *PC World Komputer*, *Wiedza i Zycie* and *Swiat Nauki*. Each invitation dropped in a box during the exposition was included in a drawing for a trip to the ComNet Washington 2000 exposition."

Three special exhibits were central to this year's show. The Realistic Virtual World was dedicated to the latest in electronic business and presented new ideas in electronic banking, sales and distribution, and electronic directories for both home and public use. Visitors were given personalized microchip cards loaded with virtual money to use at a virtual bank and at virtual stores and could follow the exchanges between the bank, the stores and their suppliers.

At the Online Café, exhibitors and showgoers could have a cup of non-virtual coffee and log on to the Internet using wireless radio transmissions.

And at the E-Commerce Expo, InfoViDE, Oracle Poland and Poland OnLine presented their most recent applications for the public administration sector, banking, distribution and telecommunications companies.

ComNet Warsaw's competition, according to Mierzejewska, consists of two data communications shows – Intertelecom in Lodz and Komtel, also in Warsaw.

Marek Michalski, director of IDG Poland's Exposition department, said he is convinced that "the strength of the Warsaw ComNet is the special expositions, which distinguish our exhibition from all other current exhibitions in the Polish market. [They are] also the future of the exhibition business because applications presented at ComNet introduce concrete technological solutions, rather than virtual ones."

ComNet Warsaw's concurrent conference series covered data communication security; the concepts, tools and applications of e-commerce; and designing and building a modern data communications infrastructure.

The next ComNet Warsaw will be held June 14-16, 2000. For more information, contact Agnieszka Mierzejewska at agnieszka_mierzejewska@idg.com.pl or go to www.comnet.com.pl. WU

Coming up

Software and eCommerce Investments and Adoption Patterns in Latin America
Aug. 19
Coral Gables, Fla.
Contact: IDC Latin America
tel: 305-267-2616
www.idcresearch.com/events

IDG U.S. Sales Meeting
Aug. 25-28
Del Coronado Hotel
San Diego
Contact: Marion Kibbee
marion_kibbee@idg.com

Advanced Information Technologies for Government
Sept. 9-10
Renaissance Hotel
Washington, D.C.
www.fcw.com/events/events.htm

European IT Forum
Sept. 12-14
Le Meridien Montparnasse
Paris
www.idcresearch.it/forum/itforum99/index1.html

IDG Worldwide Managers Meeting
Sept. 22-26
Gran Hotel Bahia Del Duque
Tenerife, Canary Islands
Contact: Marion Kibbee
marion_kibbee@idg.com

The Greater China IT Forum
Sept. 27-28
Hong Kong Convention Center
Hong Kong
www.idc.com.sg/gcit99/

FCW

continued from page 1

corporate sponsors participated, making the event profitable for the fourth consecutive year.

As it does each year, *Federal Computer Week* included a bound-in supplement — 20 pages this year — in its issue the week before the awards ceremony with profiles and photos of the judges and the winners. A list of the winners is on the *FCW* Web site at www.fcw.com/pubs/fed100/1999/winners.htm.

As a way to encourage outstanding technology contributions from the next generation of IT professionals, *Federal Computer Week* last year established the Federal 100 Award Scholarship Program. This year's recipient of the $5,000 award, announced at the Fed 100 event, was Reed Finch, a federal government employee completing a master's degree in information systems at George Washington University.

For more information on next year's Fed 100 Awards, which will be held at the National Building Museum on June 21, contact FCW Events Project Manager **Lucy Cooley** at lcooley@fcw.com. WU

noteworthy people

Johnson

Dalton

Newman

Christopher

Thapa

Trinh

IDG WORLD UPDATE

Promotions

A 10-year veteran of the publication, *Computerworld* Executive Editor **Maryfran Johnson** has been named editor-in-chief. "Maryfran has the editorial leadership and business savvy to lead *Computerworld* into the new millennium," said **Michela O'Connor Abrams**, president and CEO of *Computerworld*. "Under her strong direction, *Computerworld* will continue to deliver high-quality, focused content at a time when IT and business executives are looking for a single information resource." Johnson is charged with leveraging all of *CW*'s information resources, from the weekly newspaper and Web site to daily e-mail newsletters, conferences and other reader-focused services, as well as expanding *CW*'s San Mateo, Calif., bureau. "What our readers expect from *Computerworld* is perspective, analysis and expertise. They are committed to transforming their businesses through information technology, and their influence on the business side is growing at a tremendous rate," said Johnson, who earlier this year played a key role in streamlining the newspaper's content into news, business and technology sections. "It's a great privilege to lead a publication with the internationally respected reputation of *Computerworld*," Johnson added.

PC World Public Relations Specialist **Amy Dalton** has been promoted to public relations manager. "Since joining *PC World* in July 1997, Amy's done an incredible job of increasing *PC World*'s visibility in the press. Whether it's getting *PC World*'s Top 10 rankings in *USA Today* every week, securing interviews for the editors via print, radio or TV, or landing business-side coverage in the press, she's helped position *PC World* as the leader in the minds of the media and public," said Director of Marketing **Sandy Wong**. "The 'CBS This Morning' segment that aired earlier this month happened because Amy is a pro at promoting the magazine's excellent editorial content. In addition, she's done a great job editing and writing *PC World*'s *Marketing Edge* newsletter (which is sent to clients and agencies) and is now exploring ways to bring it online. *PC World*'s media profile has never been higher, and we have her to thank for this."

PC World's **Harriet Newman** has been promoted from marketing coordinator to marketing specialist. "Harriet's done a fantastic job in marketing," said Director of Marketing Sandy Wong. "She handles everything from company stationery orders to coordinating *PC World*'s trade shows, events, and meetings. Last month's PC Expo and World Class Awards party were a success for the magazine because of her hard work. She also manages the Best Buy, World Class, and Top 20/10 awards programs, as well as other marketing-related projects. Recently, she's taken on a more active role in Marketing's budget process and collateral/promotional projects. As anyone who has worked with Harriet knows, she can get the job done, and she does it with a great attitude."

New employees

Michael Christopher joins IDG Books' Foster City, Calif., office as a development editor. He was recently a textbook writer at Silver Burdett Ginn and before that worked as an editor at McGraw-Hill. He holds a B.A. in management communications from Concordia University in Mequon, Wisc. Away from his desk he likes opera and vocal music.

Chandani Thapa has been hired by IDG Books as a copy editor. She was previously assistant managing editor at Alexander and Edwards Publishing. She earned a B.A. in English literature from India's Delhi University and enjoys music.

Previously an auditor at Ernst and Young, **Tuan Trinh** is IDG Books' newest financial analyst. He holds a B.A. in business administration and accounting from Pacific Lutheran University in Tacoma, Wash., and enjoys soccer, photography and cycling.

The Industry Standard has hired **Joshua Macht** as a senior editor. His last position was as an associate editor at *Inc*. He holds a B.A. in English literature from Bates College in Lewiston, Maine, and an Ed.M. with a concentration in technology and education from Harvard University in Cambridge, Mass. Away from the office he likes to ski and play tennis.

Alison Radford is based in San Francisco as an account executive, Western region, for WebIDG. She previously worked in ad sales for Citysearch. Alison is a snowboarding enthusiast and also enjoys hiking and biking.

Previously a temporary marketing assistant with *PC World*, **Katherine Lebioda** joins Mac Publishing as a sales assistant covering the East Coast territory. She has B.A. in sociology from the University of Victoria in British Columbia and recently returned from a month's stay in Costa Rica studying Spanish.

Transfers

Carolyn Marsan makes the move from executive editor/reviews at *Federal Computer Week* to senior editor at *Network World*, where she will report on emerging Internet technologies. She holds a B.A. in English and speech communications from Boston College and an MS.J. in journalism from Chicago's Northwestern University. She had a second daughter in March.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Zvonimir Lepusa *IDG Germany*

13

Debra Brown *IDC*
Chris Cuoco *Computerworld*

12

Yoshimoto Matsuura *IDG Japan*
Kimberly Schuberthan *IDC*

8

Andreas Uiterwijk *FCW Government Technology Group*

6

Steve LeCompte *FCW Government Technology Group*
Patrick Pilcher *IDC New Zealand*
Carol Glasheen *IDC*

5

Tom Winter *IDG U.K.*
Sylvie Slavikova *IDG Czech Republic*
Sara Goessi *IDG New Zealand*
Stig Seberg-Sørensen *IDG Denmark*
Dwight Ramsey *IDG Books*
Tamara Castleman *IDG Books*
Michael Kelly *IDG Books*
Jennifer Ehrlich *IDG Books*

4

Allan Homes *FCW Government Technology Group*
Margaret Green *Mac Publishing*
Keith Kmetz *IDC*

3

Emma Northam *PC Advisor*
Faith Wardle *PC Advisor*
Cheryl Chang *IDG Taiwan*
Selina Sheu *IDG Taiwan*
Carol Wang *IDG Taiwan*
Hiroko Ito *IDG Japan*
Sandra Eng *IDC Singapore*
Kitty Fok *IDC Hong Kong*
Charyl Knapp-Kontos *IDG Books*
Michael Raney *IDG Books*
Maria Amador *IDG Books*
Rick Sandoval *Mac Publishing*

2

Paul Fisher *PC Advisor*
Rosie Haworth *PC Advisor*
Katerina Jandova *IDG Czech Republic*
Jay Yun *IDG Hong Kong*
Paul Brislen *IDG New Zealand*
Kyle Looper *IDG Books*
Steven Arany *IDG Books*
Bruce Gardner *IDG Games Media Group*

1

Louise Banbury *Macworld U.K.*
Emiliegh Borrett *Macworld U.K.*
Jo Brown *Macworld U.K.*
Dean Payn *Macworld U.K.*
Adam Evans *PC Advisor*
Rebecca Leach *PC Advisor*
Liz Miller *PC Advisor*
Andrew Platts *PC Advisor*
Jess Read *PC Advisor*
Rachel Spooner *PC Advisor*
David Grant *Digit (U.K.)*
Orlando De Bruce *FCW Government Technology Group*
Diane Frank *FCW Government Technology Group*
Johnny Goodyear *FCW Government Technology Group*
Lauren Hillman *FCW Government Technology Group*
Stacie Moctar *FCW Government Technology Group*
Carol Tseng *IDG Taiwan*
Ying Tian *IDC Beijing*
Lisa Viglione *IDG Books*
Tom Walker *IDG Books*
Thomas Kiersted *IDC*
Lorraine Oliveri *IDC*
Donna Whale *Computerworld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Axel of Arabia

*On a recent trip to the Middle East, ExecuTrain Corp. CEO **Axel Leblois** donned the traditional Arab kaffiyeh headdress. Leblois visited ExecuTrain of Saudi Arabia, which has locations in Jeddah, Riyadh and Khobar. The company offers courses in both English and Arabic. Established in January 1996, ExecuTrain of Saudi Arabia has translated 25 of ExecuTrain's manuals into Arabic, many of which are for Microsoft programs. IDG is the majority shareholder in ExecuTrain Corp., whose worldwide headquarters is in Alpharetta, Ga.*

Countdown continues for IDG's 16th annual calendar contest

Don't miss the opportunity to have your photographic skills showcased worldwide! Entries are now being accepted for the 16th annual IDG Employee Photo Calandar Contest. The contest is open to all IDG employees. Twelve masterpieces will be selected for inclusion in the calendar—one could be yours!

The specs:

- You may submit up to two color or black-and-white prints or 35-mm slides on the subject of your choice. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos!

- Entries must be received by **Monday, Sept. 13**. Send your entries to: IDG World Update, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A.

Prizes will be awarded as follows:

First place: $250
Second place: $150
Third place: $100

Questions? Please contact Patricia Smith (patricia_smith@idg.com) or Penny Winn (penny_winn@idg.com).

Please note: Due to the ever-growing number of entries received, photos will not be returned. Please make copies!

celebrating 10!

Name
Laura Sears Brady

Home
Medway, Mass.

Joined IDG
Feb. 1, 1988, as a bookkeeper.

Best part of your job
Finishing another month-end close without any problems.

What's kept you at IDG for 10 years?
IDG has great benefits, nice people and great parties.

Interests outside the office
Collecting antiques and making stained-glass window panels.

Favorite Web site(s)
ebay.com, and KOG.com—the tour of the glass factory is neat.

What talent do you wish you had?
I wish I was a better singer.

Fantasy job
To be a professional photographer for *National Geographic*.

As a kid, what did you want to be when you grew up?
An airline stewardess, but of course they are now called "flight attendants."

One possession you'd grab if your house were on fire?
As many of the handmade gifts that I could grab: The footstool that my dad made from a walnut leaf of my grandmother's table, along with the many framed cross stitches and needlepoints that my mother has made.

*IDG Chairman **Pat McGovern** escorts IDG's **Laura Brady** to dinner at the Ritz-Carlton in Boston in honor of her 10 years of service to the company.*

Favorite vacation spot?
Hanalai Bay, Kauai, where my husband and I spent our honeymoon.

Retirement dreams?
To live on the ocean down in Brewster on Cape Cod.

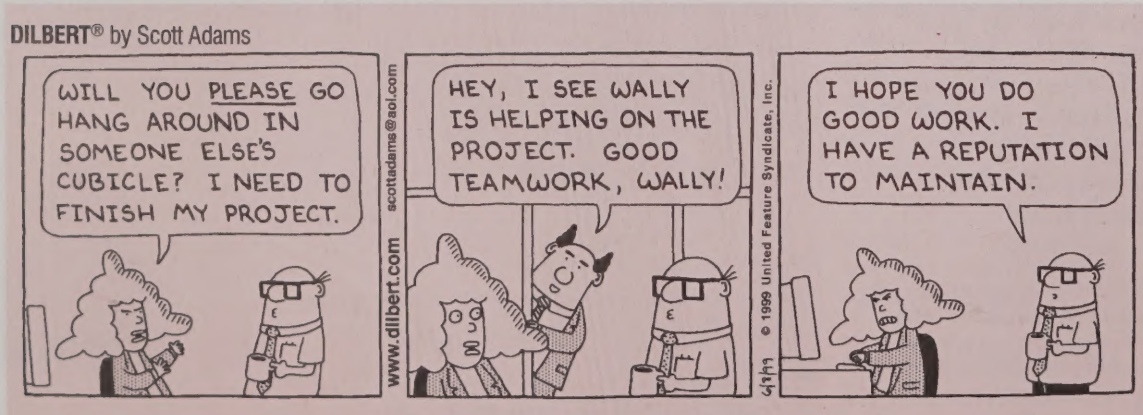
Manager's profile
"Laura is the bookkeeper currently assigned to *PC World* and our newest company, WebIDG. Laura has proven herself to be diligent, conscientious and flexible in meeting the needs of her clients. Her business units love her, and I can always count on her to put in the extra time, if needed, to complete an assignment."

— Nancy Sheehan, group controller, IDG

And the winner of a digital camera in the online IDG Directory contest is...

Janet Huebner, operations assistant for IDG Books in Indianapolis. She'll also receive a copy of *Digital Photography For Dummies*. Janet was selected in a random drawing of the more than 150 employees who entered the contest (announced in the July 12 issue of *IDG World Update*), which was designed to acquaint people with the online IDG Directory.

To browse the listings of IDG employees, business units and publications, check out the IDG Directory on Lotus Notes or on IDG Central at http://idgcentral.com.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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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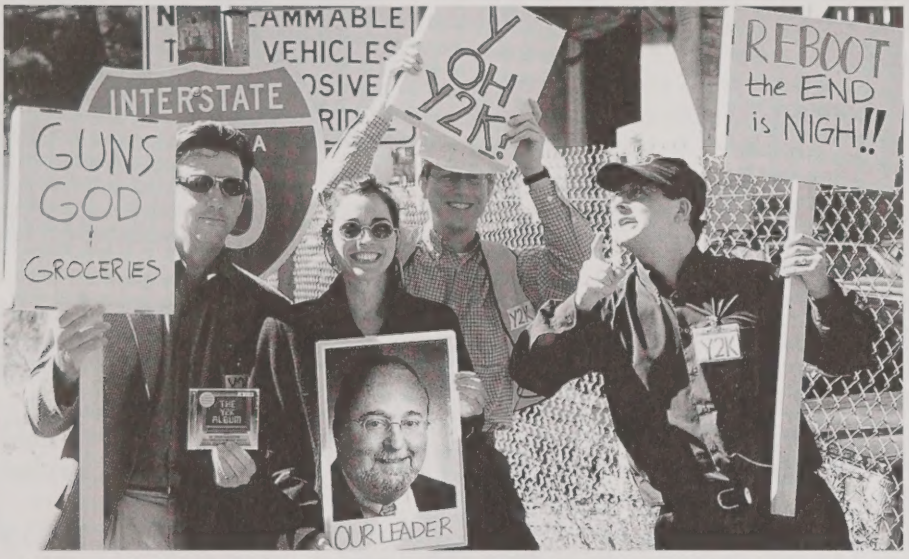
Whistle while you work: *PC World* CD sets millennial mood

Need some tunes to set a millennial mood? Maybe some background music while you back up your hard drive? Stop by your nearest record store and lay down about $10 for a copy of *The Y2K Album: A Doomsday Collection for the Coming Crash*, a collaboration between *PC World* and Decca Records.



What, us worry? PC World editors (L-R) ***Dan Tynan***, ***Kim Zetter***, ***Shane Rau*** *and* ***Andy Brandt*** *exhort rush-hour drivers in San Francisco to prepare for the coming millennium. PCW Online Editor-in-Chief* ***Steve Fox*** *was unable to join the group in person.*

According to **Andy Brandt**, *PCW* associate editor/reviews, this may be the first collaboration between a record label and a computer magazine.

"The producer of the album, Rudi Mallasch, is a big *PC World* fan, and he approached us with the idea of a Doomsday CD," Brandt said. "The *PC World* Singers were out on tour, so Decca picked the music, really dark-themed music, a lot with popular references." Among the 15 tracks are Strauss' *Thus Spake Zarathustra – Sunrise* (aka the *2001: A Space Odyssey* theme), Wagner's *The Ride of the Valkyries* (the Elmer Fudd/Bugs Bunny "Kill the Wabbit" parody or from the *Apocalypse Now* soundtrack, depending on your cultural reference) and Mussorgsky's *A Night on Bald Mountain*).

According to Brandt, Decca owned the licensing rights to the recordings from, among others, the Chicago Symphony Orchestra, the London Sym-

continued on page 5

PC World Malta launches worldwide Y2K Resource Center

With just 141 days, 4 hours, 16 minutes and 22 seconds till the year 2000 arrives (according to the millenium clock on its home page at *World Update*'s press time) *PC World Malta*'s newly launched Y2K Resource Center is a rich source of worldwide Y2K-related news and assistance.

Censu Galea, the Maltese Minister for Transport and Communications, addresses attendees at last month's press conference announcing the launch of PC World Malta's Y2K Resource Center. Seated at the table (l-r) are ***Tony Mule Stagno***, *PCW Malta editor,* ***Renzo Mule Stagno***, *managing director of PCW Malta's parent company, BMS; and* ***Angelo Dalli***, *PCW Malta publication executive.*

Announced at a press conference in late July, the launch received a great deal of attention from the media – four national newspapers and two television stations carried the story – and the company estimates that approximately 210,000 people – or 60% of the country's population – saw the launch coverage.

Located at www.bms.com.mt/Y2K, the English-language Y2K Resource Center aims to provide a comprehensive guide to Y2K resources worldwide, according to **Angelo Dalli**, *PC World Malta* publication executive. "Our center is actually one of the largest such Y2K centers on the Internet," Dalli noted. "While we have concentrated on providing links to selected quality Web sites, we have also tried to provide links that provide comprehensive

continued on page 5

in brief newsworthy

IDG Books reports third-quarter earnings; revenue up 21% from '98

IDG Books Worldwide, Inc., recently announced financial results for its fiscal third quarter ended June 30, 1999.

Net revenues for the fiscal third quarter of 1999 were $41.5 million, up 21% from $34.3 million in the third quarter of 1998. Net revenues for the company's branded franchise group, which includes the ...For Dummies® brand and Cliffs Notes™ brand, increased 25%, and net revenues for the IDGB Technology Group, which includes titles such as *Macworld Mac Secrets* and *Teach Yourself the Internet and WWW Visually*, increased 15% from the comparable fiscal quarter of 1998. The company reported net income for the fiscal third quarter of 1999 of $2.6 million, an increase of 35% over net income of $1.9 million for the third quarter of fiscal 1998.

EBITDA (earnings before interest, taxes, depreciation and amortization) for the fiscal third quarter of 1999 increased 42% to $5.9 million from $4.2 million for the fiscal third quarter of 1998.

"We are pleased to report significant progress on key initiatives that are critical to our long-term success," said IDG Books CEO **John Kilcullen**. During the quarter, IDG Books launched more than 35 Microsoft Office 2000 titles and laid the groundwork for the $83 million acquisition of a portfolio of well-known brands in the Macmillan General Reference Group of Pearson Publishing.

IDG Books is listed on Nasdaq under the symbol IDGB. WU

IDG weathers tech ad page decline better than competitors

Technology ad pages in U.S. publications declined in the second quarter, but IDG weathered the dip far better than its two major competitors. According to Adscope, which tracks 445 publications ranging from *The Wall Street Journal* to *USA Today* to trade titles, tech ad pages fell 9% to 125,292 in the first six months of 1999 compared with the same period last year. IDG's first-half ad pages slipped just 3.99% from the same period last year, while Ziff-Davis' pages dropped 21.49% and the combined pages of Miller Freeman and its new acquisition CMP Media fell 15.82% from last year.

Despite the first-half decline in the industry overall, Adscope figures show the downward trend slowing. IDG President and CEO **Kelly Conlin** told *Business Marketing* "there will always be cycles in our industry, but we should remember that technology is both the undisputed driver of the global economy and the fastest-growing industry," he said.

Some segments of tech publishing performed well in the first half. The Web/Internet services category totaled 3,399.93 ad pages, a 49.93% gain over the same period last year. *The Industry Standard* registered 758.6 pages for the period, a 367.8% gain over last year. WU

PC World tops competition in *Ad Age 300*, moves up in *Folio: 500*

It must be lonely at the top.

Besting all its competition, *PC World* recorded impressive growth in advertising pages and revenue through 1998. According to *Advertising Age*, *PCW* led its competitors in the *Ad Age* 300, moving up four places to No. 32 in the trade publication's annual ranking of magazines by gross revenue. During the same period, *PC Magazine*, *PC Week*, *PC Computing* and *Windows Magazine* saw negative growth and dropped in the rankings.

Ad Age also noted that the computer/Internet magazine category as a whole grew total revenues by 1.4% in 1998 while *PCW* increased its by 13.5%.

The May issue of *PCW* carried more advertising pages than either issue of the fortnightly *PC Magazine*. And while *Ad Age* pegged the declining number of ads in "Marketplace" sections as one of the reasons for the computer magazine category's slowing growth, *PCW* more than doubled its "Marketplace" sections in April and May.

There was more good news for the San Francisco-based magazine in the recent *Folio: 500* rankings, which measured 1998 total revenues vs. 1997. *PCW* was the only title in its competitive group to move up in standings. *PC Magazine* slipped one spot; *PC Computing* dropped nine. *Folio* also ranked *PCW* the No. 1 consumer computer title (*Macworld* was No. 6) and the No. 2 business-to-business title (*InfoWorld* was No. 1, *Computerworld* was No. 6). WU

Upcoming IDC events

European IT Forum
Sept. 12-14
Le Meridien Montparnasse
Paris
www.idcresearch.it/forum/itforum99/index1.html

Central America, Caribbean and Andino PC Outlook: New Trends and Channel Dynamics
Sept. 14
Coral Gables, Fla.
Contact: IDC Latin America
Tel: 305-267-2616
www.idcresearch.com/events

Data Warehouse '99
Sept. 21-22
Hotel Michaelangelo
Milan, Italy
www.idc.com/events

PC Market Outlook
Sept. 23
Redwood City, Calif.
Contact: Patrick Gorman
pgorman@idc.com
www.idc.com/events/pcmo99

IDC's Systems Market Outlook
Sept. 23
Redwood City, Calif.
Contact: Tammy Whidden
twhidden@idc.com
www.idc.com/events/smo99

The Greater China IT Forum
Sept. 27-28
Hong Kong Convention Center
Hong Kong
www.idc.com.sg/gcit99/

Internet Executive Forum
Sept. 28-29
San Francisco Airport Marriott
www.idc.com/Events

executive

Q and A

Peter Cernik
The managing director of IDG Venezuela is this week's guest columnist. Part 1 of his column appeared Aug. 2.

IDG Venezuela at-a-glance

Location Caracas

Established January 1985

Number of employees 20

Publications *Computerworld Venezuela*, fortnightly; *CW Canales*, bi-monthly.

Web site www.cwv.com.ve (*Computerworld Venezuela*), www.cwv.com.ve/canales (*CW Canales*) and www.pcra.com.ve (*PCra*).

Major accomplishments during FY99 Launching *CW Canales*, the first channel publication in Venezuela.

Q Venezuela's new president has received some unfavorable coverage in some media. What are his business policies, and how have they affected the local economy so far?

A Retired Colonel Hugo Chávez is one of the most popular presidents in the last 40 years. His popularity has allowed him to take some unpopular steps to lower inflation, conserve international reserves and comply with the schedule of payments of Venezuela's external debt.

Unfortunately, while he has been successful with all of the above, he has not taken any other aggressive measures directed at reanimating our depressed economy. Still, he has only been in power since last February and deserves — his close advisors say — a few months more to make clear his plans in this area. All this waiting has been gruesome, though. Mr. Chávez is very different from past presidents. He is outspoken and sincere, too much for conservative circles and for the international community. On top of this, his discourse is always populist and extremely aggressive against old political organizations, which he blames for the rampant corruption at all levels during the past decades. He obviously likes to be loved by popular sectors and needs to maintain a high popularity level. Nevertheless, his actions to date have not followed his words. It is significant that during a recent visit to New York he gave the following reply when asked about his already infamous aggressiveness: "Don't pay attention to what I say [to my fellow citizens] pay attention to what I actually do."

Q Any new projects planned at IDG Venezuela?

A In October we will relaunch *PCra*, a magazine we just acquired from a local publisher, that focuses on technologies for visual communication professionals. *PCra*'s publisher, **Johnnie Maneiro**, has joined our team and will help us to fulfill another plan, organizing a series of specialized seminars later this year (Johnnie has had very successful experiences with conferences and seminars). I am very interested in building a JobUniverse site, but have not been able to raise enough money for the necessary start-up fee.

Q What are your top two or three challenges in growing IDG's business in the local market?

A Surviving and even growing with high inflation is something we have learned to do, but staying afloat in a recessive economy with inflation is very difficult. The biggest challenges facing us are drastically reducing costs while maintaining the quality of our services and keeping our staff motivated.

Q How do you keep staff motivated in the face of drastic cost reductions?

A When enduring such a difficult economic situation as Venezuela is, employees are very happy to enjoy the privilege of just having a job. We see the much larger problems of our competitors and know we just have to remain lean and watch our expenses to surface as a much stronger player in our market after the storm subsides. I encourage everybody to openly discuss all problems and opportunities. This continuous and sincere communication has helped forge a close-knit group that is undoubtedly our strongest asset.

Q You mentioned that you launched Venezuela's first channel publication. How is it doing?

A *CW Canales* was launched in April of this year as an offspring of *Computerworld*. To test the waters we only planned four issues during 1999, but next year it will become a fully independent bi-monthly publication.

Q Is there any special affinity between Spain and Venezuela? Do you share content with the IDG office in Spain?

A There is a very special affinity between Spain and Venezuela. We share many cultural manifestations, most of which were inherited from Spanish traditions and kept alive by the huge community of Spanish immigrants in Venezuela. *Fiesta Brava* (bullfighting) is still popular in Venezuela, and some important *toreros* are from Venezuela. Of course Spanish soccer is closely followed in our country. Venezuelans go to dance classes to study flamenco. Many go to Spain for their education and many more visit the Peninsula Iberica regularly on vacation. Some even move to Spain for their retirement. We are proud of our Spanish background and always say "Madre Patria" as a synonym for Spain.

A very large part of the editorial content of IDG Spain publications and IDG Venezuela's is purely local. We share some content, but probably in lesser amounts than what we share with other IDG publications, especially *Computerworld* and *InfoWorld*.

Q What are your top priorities for FY2000?

A Convincing JobUniverse to let us start using their services in exchange for Venezuelan rum instead of U.S. dollars!

Year 2000 World offers online Y2K news, tips in six languages

"It has an air of mystique. It's a sexy topic that has a lot of content that is easy to unify on one site." What is it? According to *Year 2000 World* Editor **Tim Moynihan**, it's Y2K.

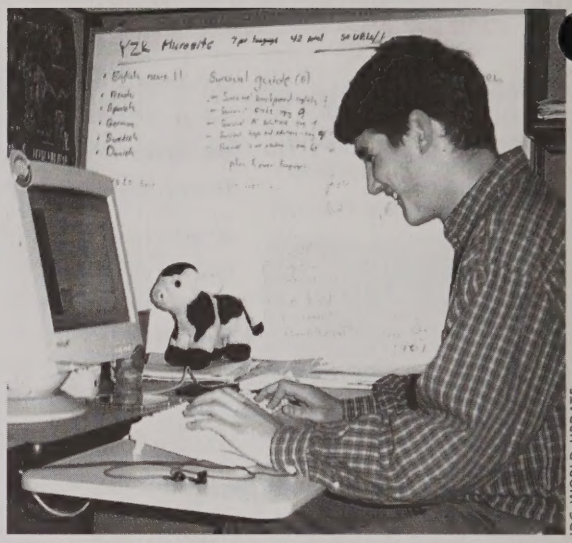
Up and running since February and updated several times a day, *Year 2000 World* (www.year2000world.com) offers not only the latest news on the Year 2000 phenomenon from a wide variety of international IDG publications, it offers that news in six languages – English, Danish, German, French, Spanish and Swedish. Each language-specific site is different, however.

"The stories aren't the same on each site," Moynihan said. "They're culled from each country's IDG publications in their native language. There's a wide array of international content on IDG sites. IDG.net has a global search engine, and we wanted a way to maximize the potential of our international content. Y2K has that international appeal, and *Year 2000 World* centralizes a lot of information on one site that a lot of people can use."

Moynihan said that *Year 2000 World* has a diverse readership, given the nature of the site. "Whereas most of IDG's sites are targeted at a specific type of audience — i.e., *PC World* is a consumer pub, *InfoWorld* and *Computerworld* are enterprise pubs — *Year 2000 World* gathers content from *all* of these sites and localizes it on a single, multi-tiered site. Whether a reader is looking for do-it-yourself solutions for his or her own PC, corporate solutions to implement across an enterprise, news on the latest Y2K legislation or a site with Y2K jokes, they can find what they want at *Year 2000 World*."

Y2K is a topic that has a lot of international appeal, Moynihan noted. "Although we are working on an e-commerce news site, there aren't a lot of broad topics you can do this with," he said. "This is a way to show IDG is the international IT news leader."

Moynihan said the site has seen about 1,500 visitors a day, mostly from the English-language site. IDG.net also sends out a daily English-language Y2K e-mail newsletter listing that day's breaking Y2K news that drives traffic to the site.



IDG WORLD UPDATE

Year 2000 World Editor **Tim Moynihan** updates the site several times each day. Up and running since February, year2000world.com attracts some 1,500 visitors each day.

He said that the German and Scandinavian sites often vie for the second most-visited site. "It depends on how much news each country's sites are pumping out each day," he said. "All the countries have different viewpoints, and you can tell by the news they post how far countries have advanced in Y2K compliance or what seems most important to them. Some of the foreign-language sites tend to talk a lot about how the Americans are over-reacting to Y2K."

"Some of the foreign-language sites tend to talk a lot about how the Americans are over-reacting to Y2K."

Year 2000 World can be reached from IDG.net's home page (www.idg.net) and itself offers links to CNN's site, as well as CNN's Spanish and Portuguese sites. "We have 1,055 links on our site to international publications, government links and vendor links," Moynihan said. "We have a breaking-news channel and a Y2K survival guide, plus case studies, solutions for home PCs and for enterprises, Y2K background information, non-compliance risks and how experts see the problem effecting different arenas." (There is also a link to the *PC World Malta* Y2K Resource Center site [see story page 1] under the "Forums and Resources" section.)

IDG.net is also offering advertisers a special banner and/or newsletter ad package tailored to *Year 2000 World*.

Moynihan said it was hard to visualize an end date for the site. "I think the biggest wave of Y2K news will hit on and after Jan. 1, 2000. The Y2K 'problem' is as yet undefined, and once its impact becomes tangible, people are going to need information about how to fix specific systems and problems." WU

IDG

Job Opportunities- August 16, 1999

Data Entry Coordinator (CIO)
The data entry coordinator will be responsible for heavy data entry, hotline phone support, fulfilling internal and external correspondence, providing monthly reports and general administrative duties as required. The ideal candidate will be able to work effectively in a critically time sensitive environment, as well as be energetic and detail oriented. Some college experience a plus. Experience in FileMaker Pro, Lotus Notes and Excel preferred. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Membership Development Manager - Part-time (CIO)
CIO's Executive Programs' department is seeking a part-time Membership Development Manager who will be responsible for designing, scripting and implementing approaches to attract intranet, extranet, and internet specialists who are defining, creating and managing their organizations' on-line presence. Will structure and maintain the xNet membership database and use all available communication venues including but not limited to: email, direct mail and telemarketing. Experience in researching and identifying candidate companies to fit profiles of existing memberships required. Must have prior experience in Membership Development in the public or private sector. This is a part-time position of 15-20 hours per week. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Program Marketing Specialist (CIO)
The Program Marketing Specialist will be responsible for developing marketing collateral for CIO's Executive Programs. Additional responsibilities include managing vendors, supervising staff, production of marketing materials and communications both internally and externally. Will also be responsible for Executive Programs Web content and presence. Must be able to work under tight deadlines and should have strong interpersonal skills. Requires 3-4 years of experience in conference or tradeshow marketing. Familiarity with the Internet and PC applications including Microsoft Word, Quark XPress, Lotus Notes and FileMaker Pro a plus. Some travel required. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Account Executive (CIO)
CIO is seeking an energetic inside sales professional to work in their List Rental Department.The Account Executive will act as the liaison between clients and list brokers. Candidates must have a strong attention to detail, an excellent phone manner, and the ability to juggle multiple tasks. A college education required, 3+ years sales experience in high tech preferred. Proficiency in Filemaker Pro, Microsoft Word, Microsoft Excel a plus. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Office Services Assistant (IDC)
IDC is seeking an Office Services Assistant who will be responsible for data entry of client and prospect inquiries, and recording client contact and vendor visits into Phoenix. Experience with Lotus Notes will be helpful. In addition, this person would maintain the hard copy files of all inquiries entered into the system. The individual will also have opportunity to cross-train with other team members, and assist on additional projects. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Editor (IDC)
Publishing Services & Technologies (PS&T) seeks a talented, independent Research Editor for various consulting and special report projects on the IT industry. Responsibilities include editing text and tabular material on-line and on hard copy, working with authors to fine-tune their writing, data checking and proofreading documents before publication. Strong Microsoft Office Suite skills, especially Word and Excel, are required. Familiarity with Quark Express and Adobe applications is a plus. The ability to work under tight deadlines and to juggle many projects at once is a must. A bachelor's degree and three to five years of experience in a technical environment are preferred. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Associate Analyst, IRS/CIA (IDC)
IDC's Investment Research Services/Custom Information Access program provides customer defined research support to a variety of organizations: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology related vendors, accounting/consulting firms, and semiconductor vendors. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Some responsibilities include; client management, inquiry support, custom project management (client driven & program specific) and maintain knowledge of IDC products and all segments of the IT industry. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Research Analyst, Systems (IDC)
This person will be responsible for developing, marketing and delivering primary research and multi-client studies in the workstation and high-performance systems (WHPS) group. Previous experience with market research projects, either as a developer or as a user, is required. Knowledge of statistical methods is desired. Expertise in Excel and Word is required. The successful candidate will have excellent verbal and written communication skills, be detail-oriented, and able to work as a team member. At least 4 years experience required. Previous experience in the workstation market is desirable, but not required. An interest in the high tech industry is a must. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Account Executive, Services Accounts (IDC)
IDC is seeking an outside sales professional who has 2 to 5 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to AVP for Services Accounts. Position will be responsible for finding new business within non exisiting IDC accounts throughout the eastern US and requires 10% overnight travel. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team-selling environment. Strong computer skills a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Inside Sales Representative, Major Accounts (IDC)
IDC is seeking an Inside Sales Representative to partner with specific Major account sales teams and accounts to grow syndicated research client base. Position is located in Mt. View, CA. Responsibilities will include the following: assisting in growing sales, finding and qualifying new buyers or influencers for new CIS, new relationship holders for existing CIS and prospects, assisting in closing and qualifying names/leads for marketing database. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team-selling environment. Strong computer skills a plus. *Location: Mt. View, CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sales Director, Internet Accounts (IDC)
IDC is seeking a high level sales professional who will be responsible for managing Internet Executive and IT Advisory market research and tools to IT User companies. Will also be responsible for monthly sales of syndicated market research to include renewing existing services as well as selling new annual services, other syndicated research, and custom consulting (working with dedicated sales partner). Will include hiring and managing account executives to successfully cover this account base. Reports to Group VP of Sales. Will require approximately 30 - 40 % travel and excellent sales, sales management, presentation, organization and penetration skills. Must have 5 - 8 years of successful executive level selling experience with complex goods and services to global technology vendors, IT User organizations, and Internet Executives. Computer application skills (email, word processing, spreadsheet, PowerPoint; ACT) necessary. *Location: Mt. View, CA or Framingham, MA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Account Executive, Consulting Sales Major Accounts (IDC)
IDC is seeking a seasoned, experienced sales professional to become part of IDC's Consulting Major Accounts sales team. This Senior Account Executive position will be responsible for consulting sales for a number of IDC's Global Major Accounts as well as other IDC User and Financial Accounts. Responsibilities include working in tandem with regional sales teams and consulting staff to develop and close consulting opportunities. Specific duties include: lead generation, qualification, proposal writing, and closing. Substantial high technology industry experience required and understanding of research methodologies a plus. This position is based in Mt. View, CA and requires up to 40% overnight travel. *Location: Mt. View, CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Account Executive, Hardware Accounts (IDC)
IDC is seeking an outside sales professional who has 3 to 5 years outside sales (quota carrying experience) and 5 to 7 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused Hardware sales team effort and will require basic sales skills of prospecting, qualifying, demonstrating, handling objections, and closing sales. This Account Executive will handle installed base clients and will be responsible for representing IDC's entire product line and will report to AVP, Hardware Sales Accounts. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team selling environment. Strong computer skills a plus. Strong computer skills a plus. Besides annual sales meetings, approximately 30% overnight travel associated with this job. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Managing Editor (WebIDG)

WebIDG, an exciting new IDG Internet company is currently seeking a Managing Editor for its gaming division (Gameproworld.com). Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. Responsibilities include refining and maintaining the editorial production processes including managing copy editors, proofing and coordinating multimedia and interactive database elements, and overall format checking to ensure the professional and error-free publication of Gameproworld.com. Creating new processes for new on-line sections and services as they are developed and to coordinate and assist in the development of new multiple content streams across various channels and media. Duties include; ensuring that all related deadlines are met, managing a growing staff of copy editors and as necessary copy edit and proofread content both before and after on-line "posting." Ideal candidate will have a mix of experience as an on-line executive producer and managing editor. Minimum of three years copy editing or on-line production experience with one year in management. Experience in editing copy for a daily news or wire service and managing the production flow and process for multimedia and on-line elements. Working knowledge of Quark, Word for Windows and Excel. Working knowledge of the Chicago Manual of Style. Ability to work well under pressure and to adhere to hourly, daily, weekly and monthly deadlines. Must be familiar and enthusiastic about the Internet and games industry. *Location: San Francisco, CA*

Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Financial Systems Administrator (IDG)
IDG's Accounting Department is looking for a Financial Systems Administrator. This would be an ideal opportunity for an accountant who is interested in learning technology and who likes working with computers. Responsibilities include providing support to our divisions for financial systems, including Accounts Receivable, Order Entry and Billing, GL, AP and FA. Performing software installations and upgrades and implementing new technologies to update and enhance our systems. We use multi-dimensional and relational databases, SQL and DDS reporting tools, WEB technology, and COLD technology. Strong business and accounting skills, financial report writing experience, excellent interpersonal and customer service skills and a capacity for change are requirements for these positions. You must be able to manage priorities and make decisions. Accounting degree required. Access database experience a plus. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: N/A, Email: ecjobs@idg.com

Advertising Manager (IDG/B)
The Advertising Manager will oversee all aspects of advertising: coop, back of book, consumer and trade advertising - from strategy through creative development. The Ad Manager will introduce strategic advertising plans encompassing calendar and product driven promotions including all new product launches, retail holidays and IDG/B created events in conjunction with Manager and Product Marketing Managers. This person will also develop an advertising strategy and strategy for corresponding templates for all brand and series. A minimum of 4 years experience in marketing, advertising or creative services either on the client or agency side, proven experience with creating strategic marketing plans, and must have the ability to prioritize multiple tasks in a fast-paced environment. Excellent communications skills are necessary. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Marketing Production Specialist (IDG/B)
This is a new opportunity for the marketing production group. IDG Books is looking for an upbeat and detail- oriented person who is very organized and who can manage projects from research to vendor selection to delivery of products for POPs and various promotions. You must have excellent negotiation skills, knowledge of offset printing processes, computer skills to include knowledge of Word, Excel and File Maker Pro, Quark, PhotoShop and Illustrator and 2-3 year exp. as a buyer or merchandiser and experience working for a printer or display manufacturer. You must also be a creative person with excellent communication skills able to work with little direction and with many team members. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Marketing Promotions Specialist (IDG/B)
This is a great opportunity to work with a world class marketing team to project manage and develop creative for strategic branding campaigns, advertisements, co-promotions, special events and new media forays. This high energy, resourceful and results driven individual will have a minimum of three years experience in creative project management. Must also have experience negotiating with and directing designers, copywriters and outside vendors, a strong visual sense as well as excellent communication skills (including editing and proofing), a high-level of organization, follow through and ability to meet multiple deadlines in a fast paced environment. All the aforementioned is necessary to manage the process of art design and copy from inception to production of all branded and sales promotional tools for the For Dummies and Cliffs Notes books series. Must have a good grasp of Quark, PhotoShop and Illustrator capabilities. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Reporter (IFW)
InfoWorld is seeking a self-starter Reporter to cover the networking industry, technologies and end-user issues. The Reporter will contribute to InfoWorld.com on a daily deadline basis as well as produce scoop-oriented and analytical articles about the networking industry for print. In addition, the Reporter will write feature articles on a quarterly basis. Candidate need not have prior reporting experience, but should have outstanding writing skills and some exposure to the high-tech industry. PC skills are required.
Location: San Mateo, CA
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Editorial Assistant, Test Center (IFW)
InfoWorld has an exciting entry-level editorial opportunity for an individual interested in a publishing career, acting as Editorial Assistant to InfoWorld's Test Center, a fast-paced print and on-line computer publication. In addition to gaining experience editing reviews and other testing-based content, responsibilities include general administrative duties such as administering author contracts, tracking departmental spending, and acting as a liaison to vendors and readers. Qualified candidates should be motivated team players who are organized, deadline-oriented, and creative. Previous experience in journalism and office administration a plus. Bachelor's degree in journalism, English, or related subject required. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Regional Sales Manager (IFW)
InfoWorld seeks a Regional Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and on-line editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Requires a minimum of five years in computer publication ad sales. Strong knowledge of the on-line advertising is important. Travel is required. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Sales Associate (IFW)
InfoWorld is seeking a Sales Associate who will provide support in our Irvine, CA office for a Regional Sales Manager. Working as part of a team, the Sales Associate will maintain sales/prospect databases, conduct analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and PowerPoint are necessary. *Location: Irvine, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Editorial Assistant (Mac Pub)
The ideal candidate for this position will support Mac Publishing's print and on-line efforts. Responsibilities will include supporting our product reviews group by gathering and processing product information, ordering products from vendors, reviewing URL links, and checking our web site for accuracy. We're looking for a team player who has excellent verbal and written communication skills, a familiarity with the Mac, hands-on experience with MS Office, FileMaker Pro, and PhotoShop and excellent organizational skills. A degree in Journalism or English is preferred. *Location: San Francisco, CA*
Contact: S. Courteau, Fax: 415-442-0766, Phone: 415-243-3567, Email: suzanne_courteau@macworld.com

Digital Ad Coordinator (Mac Pub)
The candidate for this position will be responsible for a variety of tasks within the Production Department. Responsibilities include maintaining the production network, tracking all ad materials and digitally processing all editorial and run of book pages for Macworld magazine, and interfacing with advertisers. This position requires excellent communication and time management skills, along with the familiarity and or experience with the following software: MS Office, QuarkXPress, PhotoShop, Illustrator, FileMaker Pro, Freehand, AppleScript, Corel Draw, PageComposer, Timbuktu, Norton Utilities, PageMaker, etc. *Location: San Francisco, CA*
Contact: C. Neustadt, Fax: N/A, Phone: 415-243-3516, Email: cynthia_neustadt@macworld.com

WebDesigner/ Graphic Specialist (PCW)
PC World On-line is looking for a Web Designer/Graphics Specialist to create distinctive section pages, spot illustrations and graphic elements for www.pcworld.com. Requirements for this position include excellent graphic design skills, a high level of expertise in image-preparation applications such as PhotoShop Illustrator and Image-Ready, and a working knowledge of web authoring applications. Editorial experience, solid visual problem solving skills, and familiarity with multimedia tools like Flash and Quicktime are preferred. *Location: San Francisco, CA*
Contact: R. Kanes, Fax: 415-442-1891, Phone: 415-978-3333, Email: robert_kanes@pcworld.com

Editor in Chief, PC World magazine (PCW)
Reporting to and receiving guidance from the Editorial Director, the Editor in Chief will be responsible for the defining and managing the overall mission, direction and content of PC World's print publication. He/she will set and enforce standards for editorial excellence, ensure that content meets the changing needs of readers, and improve the magazine's competitive position. The EIC will manage departmental resources --including staff and budgets-- and will work closely with the EIC of PC WORLD On-line to develop strong content integration across publishing platforms. Candidates should combine exceptional management skills with top-notch magazine writing and editing skills. A minimum of five years' senior editorial management along with demonstrated ability in motivating and managing workgroups and bringing complex projects in on deadline is required. Applicants should possess comprehensive knowledge of the PC market, extensive industry contacts, and the foresight to anticipate and the flexibility to adapt quickly to changes in this field. *Location: San Francisco, CA*
Contact: C. Baskin, Fax: 415-442-1891, Phone: 415-267-1739, Email: cathy_baskin@pcworld.com

Now in a music store near you!

PC World Malta at-a-glance

Published by Business Marketing Services, Ltd., IDG's licensee in the tiny Mediterranean island nation of Malta, *PC World Malta* is the country's leading computer magazine. Now in its seventh year, *PC World Malta* has been published under license to IDG since October 1996.

The bi-monthly publication has a total circulation of approximately 2,000, 65% of which is paid subscription. According to **Angelo Dalli**, *PC World Malta* publication executive, circulation is rising slowly with every issue, and the company is targeting a circulation of between 4,000 and 5,000 by the end of 2000.

Dalli noted that *PC World Malta* is the only locally produced publication focusing exclusively on IT. Its main source of competition comes from foreign IT publications (most Maltese people are bilingual or trilingual with Maltese, English and Italian, in that order, the most commonly spoken languages). Dalli noted that peoples' ability to easily read foreign publications poses one of the main obstacles to growing *PC World*'s circulation. He noted that the staff is meeting that challenge by focusing on the inclusion of quality localized content, "which no foreign publication can provide."

PC World CD

continued from page 1

phony Orchestra, and the Vienna State Opera Chorus. "And all the composers — except John Williams — are all dead," he noted.

Win a Y2K Album! See contest page 8.

PCW editors Brandt, **Steve Fox, Daniel Tynan and Kim Zetter** (with a technical assist from **Shane Rau**) wrote original material and repurposed some of the magazine's recent Y2K articles for the liner notes. "'Music to listen to while all hell breaks loose' was how Decca presented the idea to us," Tynan, *PCW* executive editor/features said. "We thought it was such a silly idea that we'd do it and give people some useful Y2K information in the process."

Included in their liner notes are the doomsayers' odds on catastrophes occurring when the year changes over – planes falling from the sky (4:1), cash machines crashing (2:1), emergency systems collapsing (20:1) – and tips on avoiding the crises. There's a "Swatting Y2K Bugs" section with recommended software and pointers to Web sites to download information and software patches. "We're looking to be nominated for a Grammy for Best Liner Notes," Tynan said.

PC World Public Relations Manager **Amy Dalton** said no money changed hands in the deal, although the editors, circulation and marketing staffs put in a lot of time. "It was more of a lark," she said. "The editors were really excited about the project, and we saw the cross-promotional possibilities. The *PC World* logo is on the CD cover, there's a subscriber bounce-back card with the CD, the CD is promoted on our Web site, and the *PCW* URL is on the back of the CD case." She noted that selected tracks and liner notes will be on the quarterly value-added CD that will be polybagged with newsstand copies of *PCW*'s January 2000 issue.

The CD even scored a mention in the Aug. 10, *New York Times*, which begins, "It had to happen: the Y2K CD...Musical accompaniment for pessimists."

Brandt claimed they would do another CD if Decca approached them again. "Surf music to surf the Web by, maybe," he said. "There could be a whole *PC World* section at Tower Records." WU

Year 2000 not for everyone

Whose calendar is it anyway? According to the liner notes for *The Y2K Album*, for 2 billion earthlings, the year 2000 is long past or a long way off.

- On the Jewish calendar, the year 2000 is 5760.
- In China it will be 4698, the Year of the Dragon
- On the Hindu Nirayan wall calendar 2000 is 5101.
- In Thailand it will be 2543 of the Buddhist Era.
- Ethiopia uses the Coptic calendar, and 2000 will be 1993.
- On Jan. 1, 2000, Muslims will be celebrating the 24th day of Ramadan in 1420 A.H.

PC World Malta

continued from page 1

coverage on all aspects of the Y2K problem. In fact, there are over 400 different links to various Web sites, which makes our Y2K Resource Center a one-stop solution to users' needs and interests."

The center is divided into seven categories:

- News
- Interest groups
- Industry
- Vendors
- Government
- International organizations
- Books

Y2K-related news stories are updated daily and contain articles from IDG sister publications worldwide. A large list of links to vendor Y2K sites is also provided, allowing users to find information on the Y2K compliance and bug-fix availability of their products. The industry section holds links to various reports and information regarding industries affected by the Y2K problem, including the finance, insurance, health and utility industries.

The government section offers links to governmental and national Y2K resources around the world, including a link to the Maltese government's official Y2K task force Challenge 2000. *PC World Malta* also provides a list of more than 80 hand-picked books ranging from project management issues to trivia. The books may be purchased online in association with Amazon.com. The resource center is rounded off with a list of interest groups and international organizations that have put up Y2K-related information on the Internet.

"A recent quick search on the Alta Vista, Yahoo! and Infoseek search engines for Y2K or Year 2000 resources netted more than 65 million items," Dalli said. "This is an exceedingly large amount of material to sift through. The *PC World Malta* Y2K Resource Center streamlines the process of sorting through thousands of pages of material and helps users find what they need quickly and easily."

For more information, contact Dalli at adall@bms.com.mt. WU

noteworthy people

Silver

Stafford

Vidal

McAteer

Epler

Promotions

PC World Associate Editor **Cameron Heffernan** has been promoted to senior associate editor. Senior Reviews Editor **Anita Epler** said he has been "a valuable asset since joining the reviews department in May 1998 [and] consistently exceeds our expectations — a fact that both his peers and cross-departmental colleagues have repeatedly mentioned."

PC World Senior Associate Editors/Reviews **Karen Silver** and **Alan Stafford** have been promoted to senior editors. "Karen has worked in Reviews for two years and has excelled since the day she started," said **Tracey Capen**, *PCW* executive editor/reviews. "Previously, she was an editor at Chronicle Books, so her transition to a senior editor at a technology magazine is especially impressive. Alan has worked at *PC World* for a relatively short time, but in his previous life he was editor-in-chief of *MacHome Journal*. Fortunately for us, he decided to trade in the exalted editor-in-chief title for *PC World*'s wider range of opportunities. He's making a smooth transition from Mac junkie to PC/Windows expert."

New employees

IDC Latin America in Miami brings on **Angel Vidal** as a customer service and inside sales representative. He was previously an account executive with Champion Computer Corp., selling IBM hardware, software, peripherals and services. He attended the University of Texas at Arlington, where he received a B.B.A. in international business. Away from the office he is a boxing judge and referee.

IDC Latin America in Miami has also hired **Barbara Cordero** as its office administrator. She was previously a marketing coordinator with Cellstar Motorola. She holds a B.A. in mass communications from Florida International University in Miami and writes poetry and short stories in her spare time.

Previously director of sales for Ziff-Davis Events, **John McAteer** is now WebIDG's West Coast director of sales. He earned a B.S. in finance and economics from California State University/Sacramento and likes hockey and soccer.

Diane Powers joins Mac Publishing as online marketing manager, coming from ZD-TV where she was trade show manager and launched an online retail store for ZD-TV merchandise. She holds a B.A. in journalism from San Diego State University and works off stress by running, biking and playing volleyball.

InfoWorld has hired **Wiyanto Wondany** as a contract and billing coordinator. He was previously a new accounts associate at Franklin-Templeton and is currently studying business and computer science at San Francisco State University and Skyline College in San Bruno, Calif.

Previously the mailroom and copy center supervisor with Addison-Wesley, **Jeff Huculak** joins IDG as a shipping supervisor. Away from the mailroom he pursues his interests in arts and sports.

Macworld U.K. has signed up **Jim Birch** as its direct marketing executive. He was previously the circulation marketing executive with Emap Media. A keen rugby player, he holds a B.A. in economic history from the University of Portsmouth.

Radha Vichare come to IDC as a research analyst/data communications from an internship at Worldwide Quarterly Server. She earned a B.A./B.S. in economics and a B.A./B.S. in international relations from Boston University and is currently working toward a master's degree at Boston College. When not studying she enjoys dancing, traveling and gourmet cooking.

A recent graduate of the University of Massachusetts/Dartmouth with a B.S. in marketing, **Bethany Riggs** has been hired by IDG Research Services as a research assistant.

After living in Prague for eight years and working as an English-language teacher and then as a reporter and in the Internet department at Czech Radio, **Nora Mikes** is now a senior editor at LinuxWorld in San Francisco. For anyone planning to visit Prague, she says the important word to know is "pivo" (beer).

Transfers

PC World Senior Editor for Reviews **Anita Epler** is joining pcworld.com as executive editor for reviews. "In her short but distinguished tour of duty at *PC World* print, Anita quickly established herself as an exemplary leader: providing sage guidance and coaching to the nine-person reviews department while developing and editing manuscripts with a firm hand and well-tuned ear," said pcworld.com Editor-in-Chief **Steve Fox**. "She's also a hell of a baker, a talent the online staff will surely appreciate."

IDG Books' Indianapolis office has hired **Richard Hamilton** as an accounts payable representative. He was previously the general manager of Aver's Gourmet Restaurant where he handled auditing, scheduling and training. He holds associate's degrees in accounting and business management from Indiana Business College. A rugby player and bowler, he was also recently married.

Previously a long-distance operator trainer for One Call Communications/Opticon, **Heidi Unger** is now a customer service representative for IDG Books in Indianapolis. She earned a B.A. in English from Franklin College in Franklin, Ind. Away from the office, she enjoys live music, movies and reading.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Bengt Marnfeldt *IDG Sweden*

17
Averie Rosemark *IDG*

16
Carolyn Medeiros *Computerworld*
Ernie Chamberlain *Computerworld*

14
Susan Miller *FCW Government Technology Group*
Hans Weber *IDG Germany*

13
David Hill *IDG International Publishing Services*
Judd Aschenbrand *IDG Research*

12
Anita Trembley *Computerworld*
Debra Goldfarb-Norton *IDC*

11
Megan Santosus *CIO*
Ellen Sanderson *IDG*
Phyllis Borden *IDC*

10
Kelly Conlin *IDG*
Eric Cormier *IDG*
Magnus Wallen *IDG Sweden*
Heinrich Vaske *IDG Germany*

9
Lisa Ladle Wallace *Computerworld*

8
Annika Larsson *IDG Sweden*

7
Ola Fors *IDG Sweden*
Alice Tam *IDG Hong Kong*
Doyle Russell *IDG*

6
Magnus Lindgren *IDG Sweden*
Juliana Compton *Computerworld*
Miriam Green *IDG New Zealand*
Michele Peoples *CIO*

5
Anders Sjölander *IDG Sweden*
Hakan Ogelid *IDG Sweden*
Theres Delking *IDG Sweden*
Judith Hodges *IDC*
Hitoshi Saito *IDG Japan*
Lizah Aman *IDC Malaysia*

4
Gemma Dietrich *IDC*
Rayful Ng *IDG Hong Kong*
Viviana Esterkin *IDG Argentina*
Tomann Simone *IDG Austria*
E. Shawn Aylsworth *IDG Books*
Timothy Horgan *CIO*

3
Rumi Nakano *IDC Japan*
Akiko Karasawa *IDC Japan*
Rosemary Buja *Computerworld*
Denyce Kehoe *Computerworld*
Scott Williams *IDC*
Junya Onuma *IDG Japan*
Choong Chau Sim *Computerworld Malaysia*
Barbra Guerra *IDG Books*
Joan Bonadeo *CIO*
Brian Kukowski *IDG*
Shawn King *IDG*

2
Kevin Tutt *IDG New Zealand*
Jennifer Miller *Laurentian Technomedia*
Tsutomu Kato *IDG Japan*
Sandra Buckton *IDG Australia*
Sandra Teo *Computerworld Singapore*
Amy Kaneko *IDG Books*
Bing Zheng *IDG Asia*
Stephanie Roy *CIO*

1
Angeline Hon *IDC Singapore*
Christina Casey *IDC*
Amy Mizoras *IDC*
Bill Maxfield *IDG Books*
Susan Murphy *IDG*
Michele Nealand *IDG International Publishing Svcs.*
Connie Raleigh *IDG*
Kathleen Carr *CIO*
Juliana Benson *IDG World Expo*
Miriam Miranda *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Win a copy of *PC World*'s Y2K Album: A Doomsday Collection for the Coming Crash

Here's your chance to own your very own copy of *PC World*'s Y2K Album: A Doomsday Collection for the Coming Crash, a collaboration between *PC World* and Decca Records. Simply answer the following trivia questions (all culled from the extensive liner notes accompanying the CD) and send your answers to world_update@idg.com by Tuesday, Sept. 7. Five names will be selected in a random drawing from among all correct entries and each winner will receive a CD, generously donated by *PC World*.

1. Who wrote the *Star Wars* theme?
A. Danny Elfman
B. John Williams
C. Walter Cummings
D. Weird Al Yankovich

2. In what year was *Carmina Burana* composed?
A. 1906
B. 1937
C. 1945
D. 1958

3. What are the four Y2K software packages recommended by *PC World*? (hint: go to the Web site at www.pcworld.com/y2k/y2kalbum)

4. According to scholars, how many years "off" is the Gregorian calendar?
A. 14
B. 4
C. 32
D. None

5. You can get one megabyte of RAM for about $5 today. In 1970 it would have cost:
A. more than $30
B. more than $300
C. more than $300,000
D. more than $3,000,000

6. Bonus: Name three products you can buy at Captain Dave's online Survival Shop. (Creativity counts!) Check out the site at: www.survival-center.com/index.htm.

celebrating 10!

Name
Rose Marie Zeno

Home
Natick, Mass.

Joined IDG
Jan. 2, 1989 as a bookkeeper. Currently doing bookkeeping for expos such as Macworld Expo and Internet Commerce Expo.

Latest accomplishment
Renovating a cottage in Maine as well as reconstructing our house after a fire earlier this year.

What's kept you at IDG?
My wonderful colleagues, the company environment and the benefits.

Family
Husband Pasquale, daughters Donna, Anna Maria, Christina and Gina, and three grandchildren.

Most rewarding thing you've ever done
Being a mom and raising four loving daughters.

Dream destination
Australia

First job out of high school
Bookkeeping assistant at a car dealer.

Your idea of a perfect day alone
Listening to the waves while lounging at the seashore reading a good book.

Favorite vacation spot
Wells, Maine.

One possession you'd grab if your house were on fire
It happened to us on Jan. 2, 1999. We got everyone out while grabbing blankets and jackets. It was a freezing early morning, and we were all in our nightclothes.

If you won the lottery you would
Make a lot of people comfortable and happy, and have fun.

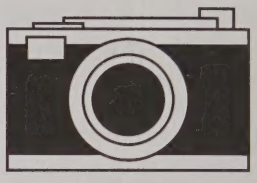
*IDG Chairman **Pat McGovern** escorts 10-year IDG veteran **Rose Marie Zeno** to dinner at Boston's Ritz-Carlton in honor of her decade of service to the company.*

Retirement dreams
To be healthy and travel and be with family and friends.

Manager's profile
"I can honestly say that it has been a pleasure working with Rose Marie these last 10 years. Her ability to process tremendous volumes of transactions always amazes me. She has earned my respect and admiration not only because of her skill at her job, but also because of her outlook on life. Rose Marie enjoys life with great enthusiasm. She loves to travel and does so at every opportunity. Earlier this year, a fire in her house forced her and her husband to move to temporary housing for several months. During this trying period, Rose Marie maintained her sense of humor and still had a smile for all of her co-workers. Her recent comment to me was "Too bad my kitchen didn't burn. That was the only room I wanted to redo."

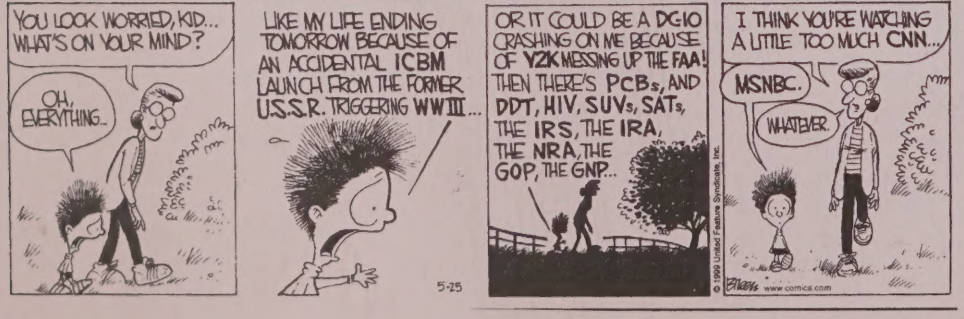
- Sally Reinfeld, group controller

The end is drawing near!



Here's your chance for global fame and a possibility to win $250, $150 or $100 in the IDG Employee Photo Calendar Contest.

Submit two color or black-and-white prints or 35mm slides that you have taken on any subject. Entries should include your name, business unit, tel/fax numbers and e-mail address, as well as a photo title. Send entries to IDG World Update, 31 Milk St., #210, Boston, MA 02109 U.S.A. by Sept. 13.


GRAND AVENUE® by Steve Breen
YOU LOOK WORRIED, KID... WHAT'S ON YOUR MIND?
OH, EVERYTHING...
LIKE MY LIFE ENDING TOMORROW BECAUSE OF AN ACCIDENTAL ICBM LAUNCH FROM THE FORMER U.S.S.R. TRIGGERING WWIII...
OR IT COULD BE A DC-10 CRASHING ON ME BECAUSE OF Y2K MESSING UP THE FAA! THEN THERE'S PCBs, AND DDT, HIV, SUVs, SATs, THE IRS, THE IRA, THE NRA, THE GOP, THE GNP...
I THINK YOU'RE WATCHING A LITTLE TOO MUCH CNN...
MSNBC.
WHATEVER.
5-25
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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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Network World's Thibeault, Gallant promoted.
See story page 2.

Industry Standard's 'net Summit draws heavy hitters

Expanding its portfolio of services for Internet business decision-makers, *The Industry Standard* has launched the first of several events in its Executive Conferences lineup. Internet Summit 99, held last month in Laguna Niguel, Calif., drew a crowd of 450 of the senior-most executives in the Internet industry. The invitation-only conference, which was oversubscribed in just weeks, included presentations, interviews, and panel discussions with such industry notables as Jeff Bezos of Amazon.com, David Pottruck of Charles Schwab, Masayoshi Son, president and CEO of Softbank, and John Doerr of venture capital firm Kleiner Perkins Caulfield & Byers.

ASA MATHAT

IDG Chairman ***Pat McGovern*** *with Internet Summit executive producers and hosts Mary Meeker of Morgan Stanley Dean Witter and Bill Gurley of Benchmark Capital.*

Hosted by Bill Gurley, general partner, Benchmark Capital, and Mary Meeker, managing director, Morgan Stanley Dean Witter, Internet Summit 99 explored the most pressing issues facing Internet executives today, including consumer trends, financing, bandwidth and recorded music and intellectual property rights. "Summit participants characterized the growth and phenomenon of the Internet in many ways but clearly shared a belief that the 'Internet Age', which most seemed to feel is still in its childhood, will prove to be as revolutionary as was the Industrial Age," said **John Battelle**, president and CEO of Internet Industry Publishing, publisher of *The Industry Standard*.

continued on page 4

Second LinuxWorld expo makes IT trade show history

More than 14,000 Linux fans jammed the expo floor.

A lot of people *do* know the way to San Jose, it turns out.

IDG World Expo's LinuxWorld Conference and Expo drew 14,278 attendees to the San Jose (Calif.) Convention Center earlier this month to stop by 168 exhibitor booths in 100,000 square feet of floor space. This was more than twice the size of the show floor of the first LinuxWorld held just this March (see "World Expo organizes LinuxWorld show at warp speed," *IDG World Update*, March 22, 1999).

"The rapid acceptance and success of LinuxWorld Conference and Expo has been unprecedented," said **Charlie Greco**, president and CEO of IDG World Expo. "This is not only the largest Linux-only event but also the fastest growing IT trade show."

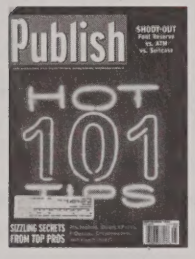
Virtually unknown a couple of years ago, Linux is a computer operating system available at little or no cost, as is its underlying source code. Users can use or modify it without paying royalties to a commercial software firm or waiting for expensive upgrades. As such, Linux poses a threat to Microsoft Corp.'s near monopoly in desktop computing.

Torvalds' question-and-answer keynote address drew 6,200 rapt Linux enthusiasts. Following his

continued on page 5

in brief newsworthy

IDG forms venture with one-time rival to expand scope of *Publish*



IDG this month announced that it will form a joint venture with the publisher of one-time *Publish* competitor *Desktop Publishing Journal*. The new venture, as yet unnamed, will target volume technology buyers in the graphics communications market. It will combine significant magazine, online and international publishing assets from both companies. IDG will contribute its brands and international publishing rights for *Publish* along with its Web sites, Publish.com and PublishRGB. Desktop Publishing Institute will contribute its magazine and its management group.

Barry Harrigan, founder and president of *Desktop Publishers Journal*, will serve as president of the new company. He will also assume the role of interim editor-in-chief. Newly appointed *Publish* publisher **Wesley Walton** will continue in that position and will assume additional responsibilities for the new venture.

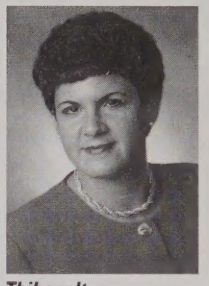
According to **Joe Levy**, president and CEO of IDG Communications Inc., "a key priority for us has been the development of a new strategy aimed at significantly enhancing our position within the rapidly growing graphics communications market, which has vast global potential. The new publishing venture created by IDG and Desktop Publishing Institute, along with the new management team dedicated to this entity, reflects that we clearly recognize the long-term potential of this market and are committed to addressing the IT information needs of desktop publishing and graphics audiences worldwide."

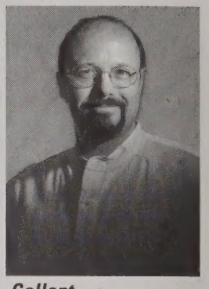
Calling the "*Publish*" name "absolutely appropriate" Harrigan said that *Desktop Publishing Journal* would be folded into an expanded *Publish* magazine. "We intend to greatly broaden the view of *Publish* as it continues to serve the dynamic and expanding needs of desktop publishers and graphics professionals worldwide," he noted, adding that the company will continue to pursue an aggressive Internet business to complement the print magazine.

Desktop Publishing Institute is headquartered in Topsfield, Mass. Harrigan said that the new venture will maintain offices in Topsfield and San Francisco. East Coast staff will handle production and circulation; West Coast staff will manage sales. Editorial staff will work from both locations.

Publish has a circulation of 95,000; *Desktop Publishers Journal* reaches 90,000. Harrigan said that DPI's sister company, Internet-Biz.Net maintains Web sites including DTPJournal.com, GraphicIQ.com and PDFzone.com that currently attract 600,000 to 700,000 page views per month. For more information, contact Barry Harrigan at barryh@dtpjournal.com.

Thibeault, Gallant tapped to lead *Network World*


Thibeault


Gallant

Evilee Thibeault has been named president and publisher of Network World, Inc. and **John Gallant** will be executive vice president/editorial director. The promotions follow the departure of **Colin Ungaro**, who has accepted the position of president and CEO at CurtCo/Freedom Group in N.Y.

Thibeault, a 17-year industry veteran, has served as *Network World*'s senior VP/publisher since 1996. In her new role she will assume the additional responsibilities of setting the strategic direction of the company as well as continue to oversee all operations including circulation, production, marketing, advertising and sales. She originally joined the company in 1989 as marketing communications manager and was promoted to vice president of marketing/associate publisher in 1991.

Gallant joined IDG in 1983 as a staff writer for *Computerworld*. In 1986, he helped launch *Network World* as the publication's managing editor. He was promoted to editor-in-chief in 1988, vice president, editorial in 1991, senior VP, editorial in 1994 and senior VP/editorial director earlier this year.

"Given the combined strength, experience and vision of Evilee and John, we are extremely proud to announce the promotion of these two esteemed individuals," said **Joe Levy**, president and CEO of IDG Communications, Inc. "*Network World* has had a very successful year thus far. With Evilee and John at the helm, there is no doubt that the company will continue to lead the way with its top-notch content and aggressive coverage of the trends and issues impacting the networking industry."

GamePro magazine reaches double digits!

*At GamePro's tenth birthday party earlier this month in San Francisco, IDG Games Media Group President and CEO and GamePro Publisher **John Rousseau** (right) enjoys a laugh with Pat Ferrell, who founded GamePro 10 years ago this month. Ferrell received a congratulatory plaque from Rousseau, and the GamePro staff received one from IDG Chairman **Pat McGovern**. The gaming magazine was launched in 1989 with a staff of four; by June 1990 there were 28 employees. Three of those 28 are still on staff — **Francis Mao**, vice president of editorial and creative services; **Wes Nihei**, vice president/editor-in-chief; and Rousseau. The GamePro staff now numbers 40 and another 20 produce www.Gameproworld.com.*

Q and A executive

Pat Kenealy
The managing general partner of IDG Ventures is this week's columnist.

IDG Ventures at-a-glance

Year established 1996

Location San Francisco

Web site
www.idgventures.com

Partners Susan Cheng, Kim Davis, Pat Kenealy, Pat McGovern and one newly-opened slot.

No. of business plans reviewed every 12 months
Roughly 2,100 credible plans from credible sources

No. of companies in IDG Ventures' investment portfolio 18

Typical length of time IDG Ventures stays involved with a company
About three years

Average investment in last 12 months $2 million per investment round, roughly $4 million per company over IDGV's involvement in the company.

Q What is IDG Ventures mission?

A To use IDG's collective experience, perspective and global reach to achieve high venture capital profits and ROI [return on investment] for all of us IDG shareholders.

Q Is IDG Ventures a wholly-owned subsidiary of IDG?

A No. Like most venture capital funds, IDG Ventures (IDGV) is a limited partnership — legally called Pacific Technology Ventures USA, L.P. IDG Ventures LLC is the partnership's general partner, which makes all the partnership's investment and operating decisions. IDG is the partnership's (sole) limited partner. IDG puts up 99% of the partner-ship's capital in return for 80% of its profits over time. IDGV is an $80 million partnership, which means that it has $80 million in committed capital. IDGV invests $15 million to $20 million of that capital per year, and we've invested $33 million so far.

Q What companies has IDG Ventures invested in?

A We've invested in 18 companies. The best place to learn about them is by looking at www.idgventures.com. Many of our investments like BabyCenter (sold to eToys for $750 million), Spinner.com (sold to AOL for $320 million) and F5 Networks (initial public offering two months ago) have become quite well-known. Naming favorites among the rest would be like naming favorites among your children, but we have some great companies in the pipeline.

Q What's your criteria for making investments?

A 1) Big and growing markets, 2) Robust business models, and 3) IDG-like entrepreneurial teams.

Q At what point in a company's life cycle does IDG Ventures get involved?

A We usually get involved early, when a product or service is leaving the lab and entering the market. After every fourth or fifth "early-round" investment we do a last or "mezzanine-round" investment to balance out the maturity of the portfolio.

Q What kind of return do you expect for an investment to be successful?

A We shoot for a total portfolio ROI of roughly 30% per year, and an individual company target ROI of 100% per year. That way, our "home runs" and our "strike outs" balance one another off. On the $33 million IDGV has invested so far, we've made IDG a profit of roughly $120 million and an ROI of 240% per year. May we always be so fortunate.

Q Do you work exclusively with companies in a particular market or will you consider investing in any company that meets your criteria?

A We only look at Internet or IT companies to which IDG's media knowledge or subject matter knowledge would add value.

Q How do you avoid conflicts of interest with IDG's publishing or market research operations?

A We never reveal what companies we're investigating, and we always reveal to all the IDG U.S. and international business unit presidents (via Notes) those companies we've invested in as soon as the investment closes. That way, the IDG publishers and their editors can make their own disclosure decisions. We've never had a conflict so far.

Q Have any of your companies expanded abroad and if so, to what extent have you worked with IDG business units outside the U.S.?

A Four or five of our companies have expanded overseas and all have had help from the IDG family far from Silicon Valley. The assistance is mainly making contacts for hardware and software product distribution, making press contacts and providing local market research.

Q What are the best and worst things about venture capital compared to your prior dozen years in publishing at IDG?

A The worst things are the personal time management challenges and lack of a tangible work product like a magazine or a newspaper. The best things are spending more time with start-ups again and less time on airplanes. Another huge highlight is the pleasure of sharing decisionmaking and work in general with Susan Cheng and Kim Davis who've taught Pat McGovern and me how VC is done.

Pat Kenealy's e-mail is pat_kenealy@idgventures.com.

Internet Summit

continued from page 1

Coming up

The Industry Standard will host Net Returns 2000 in Aspen, Colo., Sept. 29 - Oct. 2. The conference, which is expected to draw more than 400 attendees, will take an in-depth look at how companies are integrating the Internet into their business operations, linking major corporate functions with major industry sectors. More information is available on the Web at www.thestandard.com/netreturns.

And while most speakers seemed to feel that the ultimate winners and losers in this new economy are not yet obvious, there will be far more of the "latter than the former, according to Bezos, founder and CEO of Amazon.com. "The Cambrian explosion was this period 550 million years ago when the rate of speciation was the greatest ever seen," he said. "But what people forget is it was also the period when the rate of extinction was the greatest ever seen. And we are going to see that in the Internet space. There are going to be thousands and tens of thousands of winners online for sure, but there are going to be tens of thousands and hundreds of thousands of losers for sure."

Among the conference highlights, according to **Stacey Foreman**, conference manager, was a gala dinner for all attendees topped off by a live charity auction hosted by Meg Whitman, president of eBay. More than $350,000 was raised to benefit SchoolsOnline, a national charity whose mission is to educate teachers about the Internet and wire schools around the world. Another popular session was *New Yorker* journalist John Heilemann's frank interview with venture capitalist John Doerr, which set the tone for next year's event. Heilemann and Doerr had the audience in stitches with their word association game and witty banter.

David Pottruck, co-CEO of Charles Schwab, created a huge buzz, not to mention coined a new catchphrase, with his discussion of "clicks and mortar." According to Pottruck, the most successful businesses of the future will combine the power of the Internet (clicks) with the ability to operate effectively in the offline world (mortar). Using his own company as an example, Pottruck made the case for companies doing away with the online/offline distinction, and, equally important, finding and motivating the people to implement such a strategy. "The true meaning of the word 'mortar' is people," Pottruck said.(More information about Pottruck's speech is available online at www.thestandard.com/articles/display/0,1449,5636,00.html.)

"There are going to be thousands and tens of thousands of winners online for sure, but there are going to be tens of thousands and hundreds of thousands of losers for sure."

— Jeff Bezos, CEO, Amazon.com

Another well-received component of the meeting were the Portal Strategies Sessions in which representatives from six of the leading portal/destination sites were invited to discuss their strategies for success. Among those participating were Tim Koogle of Yahoo!, David Wetherell of CMGI, Lisa Cranc of NBC.com, Bob Pittman of America Online, Brad Chase of msn.com and Bo Peabody of Lycos. "Portals have morphed quickly in the past year from search engines to 'eyeball aggregators' to commerce destinations," said **Heather Holst-Knudsen**, director of conferences and events. "We asked the people responsible for strategy to talk about what makes their portal unique, successful and destined to be a long-term player."

The Industry Standard's ***John Battelle*** *kicks off the live charity auction that raised $ mission is to educate teachers about the Internet and wire schools around the world.*

At the conclusion of the series of portal strategy sessions, the audience was given the opportunity to vote on which one they thought would succeed as the leading portal going into the 21st century. "Not surprisingly, Yahoo! took the prize, followed closely by AOL," Holst-Knudsen said.

The four-day conference ended on a high note—literally. In what has by now become its signature event, *The Industry Standard* entertained participants at a rooftop party where, in the tradition of its monthly gatherings atop its San Francisco headquarters, members of the Internet community gathered for food, drink and casual conversation.

The next Internet Summit will be held July 15-17, 2000, at the Ritz-Carlton in Laguna Niguel, Calif. For more information, contact Stacey Foreman, staceyf@thestandard.com or Heather Holst-Knudsen, heatherh@thestandard.com. WU

Job Opportunities -August 23, 1999

Advertising Sales Associate (CIO)
CIO is looking for a high-energy individual to provide sales support to the Philadelphia, PA sales office. Responsibilities will include: customer contact and follow-up on behalf of the regional sales manager, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidate will have a customer service orientation, strong writing skills and attention to detail, proficient with Microsoft Word, Excel, PowerPoint, Lotus Notes, and 2-3 years of business experience. Strong administrative skills and the ability to work independently are essential. *Location: Philadelphia, PA* Contact: T. Gump, Fax: 508-935-4600, Phone: N/A, Email: tgjobs@idg.com

Office Services Assistant (IDC)
This individual will coordinate and ensure the timely delivery of all Investment Research Services (IRS), Custom Access Information (CIA) and Asset Management Services (AMS) mailings. Also responsible for producing weekly tracking updates on mailings. Complete miscellaneous office tasks as needed. Experience with MS Excel helpful. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Facilities Junior Planner (IDG Central Services)
The Facilities Junior Planner will be responsible for maintaining the existing office layout and utilization of space and handling day-to-day furniture-related requests and repairs. The FJP will also assist in maintaining inventories of facility space and furnishings for evaluation and control purposes and assist in the establishment of work station standards. Job qualifications include experience in facility-related services and basic knowledge of the Macintosh computer. Must have an understanding of the principles of space design and layout. Good administrative skills and a California drivers license with a good driving record are required. Experience in the design and installation of Haworth and Herman Miller furniture systems would be ideal. *Location: San Francisco, CA*
Contact: T. Simms, Fax: 415-267-1777, Phone: 415-974-7327, Email: todd_simms@pcworld.com

Administrative Assistant, Legal (IDG/B)
Responsibilities include copyright registration of IDG Books publications, general administrative support including filing, faxing, photocopying, phones, word processing, database administration and data entry. Qualified candidates must possess excellent PC skills (Word and Excel; Access a plus) and 1+ year of related administrative experience. Outstanding interpersonal and communication skills with attention to detail are essential as well as the ability to learn quickly, take initiative, and multi-task in a fast paced environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Ad Coordinator (IFW)
InfoWorld is looking for an Ad Coordinator who will coordinate the advertising process with internal departments, as well as our printer, agencies, advertisers, and graphics houses. Requires excellent customer service skills, phone manner, and ability to multi-task. Must be detail-oriented, have good organizational and time management skills, be able to work independently, as well as be a successful team player. Familiarity with Lotus Notes and QuarkXPress, as well as experience in the advertising or publishing industries helpful. BA in advertising or related discipline preferred. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

Copy Chief (IFW)
InfoWorld is looking for a dedicated Copy Chief. Working with the Assistant Managing Editor, the Copy Chief will be responsible for maintaining the InfoWorld style guide and for defining a style that is consistent, interesting, and accurate for our weekly print magazine and daily on-line Web site. Candidates must have solid organizational and leadership skills along with experience in a fast-paced, deadline-oriented on-line and print publishing environment. Requires degree in English/Journalism, 3-4 years copy editing experience, AP style knowledge, and hands-on experience with QuarkXPress. Familiarity with computing and on-line publishing necessary. Experience with QPS a definite plus. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

West Coast Features Editor (IFW)
InfoWorld is seeking an individual to serve as Features Editor on the West Coast. The Features Editor will work with a Features Editor on the East Coast; the East and West coast News Editors and the news reporting staff on developing regular feature stories and case studies in print and on-line. Duties include; creating a calendar of feature-length stories on technology and IT user issues, developing shorter trend stories and overseeing the calendar of case studies. Candidate should have 3-5 years of features experience. *Location: San Mateo, CA* Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Associate Publishing Systems Specialist (IFW)
InfoWorld, the leading technology news publication for computer professionals, is seeking an Associate Publishing Systems Specialist with demonstrated expertise with Mac & PC hardware/software, especially that used in publishing & pre-press in a networked environment (preferably Netware). Individual must be familiar with QuarkXPress & other DTP applications, as well as the Mac & Windows OSS. Must have experience upgrading internal Mac & PC hardware. Customer service orientation a must.
Location: San Mateo, CA
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Account Executive, IFW.com (IFW)
InfoWorld is looking for an Account Executive to join their on-line sales team. Working closely with both the InfoWorld ROP sales team and with the assigned Outside On-line Sales Manager for the region, the Account Executive supports the on-line selling efforts by servicing the accounts, providing research for the region, and building relationships with advertisers and ad agencies. Requires 1-2 years inside sales experience and ability to identify and prospect new account opportunities. Excellent interpersonal and influence skills a must as well as the ability to work within a sales team. Bachelor's degree or equivalent experience. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Sales Associate, Display Sales (IFW)
InfoWorld is seeking a Sales Associate who will provide support in our San Mateo, CA office for a District Sales Manager. Working as part of a team, the Sales Associate will maintain sales/prospect databases, conduct analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the District Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and PowerPoint are necessary. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Administrative Assistant (IS)
The Industry Standard is currently seeking an Administrative Assistant to provide administrative support for the Conference & Events department. This individual will be responsible for maintaining the contact database, schedule meetings, track expenses, generate expense reports, and coordinate with internal and external contacts. Other duties include compilation/ preparation of reports, preparation of spreadsheet and PowerPoint presentations, and organizing conference functions/meetings. The ideal candidate must be extremely organized, proactive, and persistent in follow-up. He/She will also have excellent administrative and interpersonal skills. Proficiency with word, database, and spreadsheet applications a must. Conference & events experience a plus.
Location: San Francisco, CA
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Sales Associate (IS)
The Sales Associate will be responsible for providing multi-functional support to the Conference Sales Manager in all administrative facets of sales and sponsorships. Duties include but are not limited to providing excellent client service, assisting in preparing request for proposals and sponsorship materials, and general administrative support. The ideal candidate will have one to two years of sales assistant experience. Must have strong written and communication skills, the ability to handle multiple tasks simultaneously, and be detailed-oriented. Strong PC skills PowerPoint, Word, and Excel skills. Experience in publishing, technology, advertising or marketing considered a plus. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Executive Assistant (IS)
The Industry Standard is currently seeking a highly motivated and detail-oriented team player to provide administrative support to the Senior Vice President of Operations. Candidate should be extremely organized, proactive and persistent in follow up. This position requires frequent interaction with all members within the Company as well as customers, vendors and other business relations. Duties include but are not limited to general administration support including scheduling meetings, tracking expenses and expense reports, preparing PowerPoint presentations, research and analysis in various subject areas, compiling and preparing reports and/or spreadsheets, helping organize company functions/meetings. The individual will work independently or within groups depending on the project. The ideal candidate will possess strong PC skills in various applications: word processing, database, spreadsheet, and PowerPoint. This person should also possess very good administrative and interpersonal skills (sense of humor a plus). Must be flexible and able to handle multiple tasks simultaneously while producing high-quality, high-quantity work. Previous administrative support in a finance/ operations department is a definite plus. *Location: San Francisco, CA*
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Facilities Coordinator (IS)
The Facilities Coordinator will be responsible for fulfilling facility service requests (including repairs, maintenance, adds, moves and changes) coordinate and assist with new hire workspace setup and providing receptionist coverage as needed. Responsibilities also include answering incoming calls, greeting visitors & coordinating conference room schedules. Candidates must have 2+ years experience in office administration or related office experience. Computer literacy with working knowledge of Microsoft Office. Must have strong interpersonal skills with the ability to handle multiple projects. In addition the candidate must have a professional and positive attitude, and work well under pressure. Strong written and oral communications skills are a must.
Location: San Francisco, CA
Contact: S. Johnson, Fax: 415-733-5401, Phone: 415-733-5418, Email: sabrinaj@thestandard.com

Director of Human Resources (IS)
The Director of HR will strategically support the managers and employees in all aspects of the human resource function: recruitment, employee relations, organizational design/dynamics, salary planning/compensation analysis, retention and problem solving. As a member of the Leadership Team the ideal candidate will manage a SR HR Representative, who is responsible for the day to day tactical focus of HR. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

Reviews Editor (NW)
Network World is looking for a reviews editor to help us conceive, assign, write and edit product reviews. Our reviews are generally of enterprise network products, including switches, routers, servers, network operating systems, network management software and the like. The reviews editor works with freelance reviewers and vendors to develop a test methodology, makes sure tests are performed properly, and edits reviews for accuracy, clarity and fairness. This position entails responsibility for editing about three reviews per month. Nine of those reviews each year are part of our buyer's guides. On these weeks, the reviews editor is responsible for not only the review, but also an issues feature story that runs as part of the package, and also works closely with the editor preparing the online buyer's guide vendor table. We'd like the reviews editor to help produce timely reviews of important new products by writing an average of one 800-word review every three weeks. These reviews would generally be of network management software, and would be conducted in our small in-house lab. The reviews editor is also expected to keep up with industry trends by reading trade publications and traveling to trade shows one to three times per year. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Fulfillment Coordinator (PCW)
The purpose of the Fulfillment Coordinator is to provide general assistance to the Senior Manager, Retention Marketing and Director of Circulation Operations as they execute the daily fulfillment activities, as well as the on-gong renewal and billing promotions to our one million plus subscriber file. The Fulfillment Coordinator will review, update, and maintain the weekly billing instructions with the fulfillment house, track expenses of the department, assist with monthly financial deadlines, prepare distribution instructions, track issue inventory and provide some clerical support to the Senior Manager, Retention Marketing, and the Director of Circulation Operations. Qualified candidates should have prior experience in a circulation department and knowledge of basic circulation of basic circulation marketing and fulfillment concepts. Experience with basic spreadsheet design and analysis on a PC, preferably using Microsoft Excel and Word are required as is a college degree. *Location: San Francisco, CA*
Contact: L. Radler, Fax: 415-882-0936, Phone: 415-975-2643, Email: lisa_radler@pcworld.com

Production Coordinator (PCW)
The Production Coordinator is responsible for placing print orders for inserts printed by PC World (Reader Service card and BRCs, especially American Power Conversion or special dot whacked stickers), checking with Ad Info Services for verbal submission PCW printed inserts and approving blue lines and track delivery date of inserts to Brown Printing. Duties also include coordinating and communicating production info for all advertorial products, pulling pick up ads and tear sheets, auditing map with Ad Info Services, proofreading preliminary form instructions and run profiles, and working with Traffic Coordinator to obtain proper documentation on order of pages and stripping instructions to the printer. Candidates must have experience working with commercial printers and working knowledge of computer to plate processes. *Location: San Francisco, CA*
Contact: N. Maudsley, Fax: 415-974-7402, Phone: 415-978-3310, Email: naudia_maudsley@pcworld.com

Test Center Coordinator (PCW)
The Test Center Coordinator is responsible for shipping and receiving and tracking inventory of evaluation loan products and capital equipment for the PC World Test Center. Duties include setting up PC systems for test. The ideal candidate should have a solid understanding of PC components and basic trouble-shooting skills. Excellent attention to detail, communication skills, and a cooperative team spirit required. *Location: San Francisco, CA*
Contact: U. Diehlman, Fax: 415-442-1891, Phone: 415-974-7429, Email: ulrike_diehlman@pcworld.com

Executive Assistant (The Webby Awards)
The Webby Awards seeks an Executive Assistant with a nimble mind and a highly organized desk to assist the Director of Sales & Marketing with reception, scheduling, client correspondence and project execution. Responsibilities include: Answering calls & keeping the calendar of the Director, writing letters and proposals, maintaining contact database, coordinating & supporting marketing projects. Qualified applicants will possess: Strong administrative & customer service skills, experience in preparing professional correspondence, excellent listening skills, ability to prioritize and work independently, grace and effectiveness under pressure, competence using Microsoft Office tools, familiarity with the Internet and World Wide Web. Intense fun, (and long hours), come with the territory. *Location: San Francisco, CA*
Contact: R. Anderson, Fax: 415-882-7092, Phone: 415-882-7773, Email: roy@webbywards.com

Associate Editor (WebIDG)
WebIDG, an exciting new IDG Internet company is currently seeking an Associate Editor for its gaming division (Gameproworld.com). Gameproworld.com is the world's premier entertainment destination providing the best information for gaming enthusiasts of all ages. Responsibilities include developing and writing creative, unique content ideas for a variety of themes in a growing number of channels (Movies, Music, Sports). Integrating these ideas alongside freelance and third party content and producing necessary new content as new entertainment channels are added and developed. This position will work with Product Management to define the future of the entertainment site. Qualified candidates will have BS or BA degree in Mass Communication, Journalism, and English or related field. Some media/web experience preferred. Must be detail-oriented, team player, flexible and able to produce quality work and handle multiple tasks in a fast- paced, fast-changing environment. Sense of humor appreciated. Candidates should e-mail cover letter with salary requirements, resume, and writing samples to the e-mail address listed.
Location: San Francisco, CA
Contact: D. MacLaughlin, Fax: 415-975-2630, Phone: 415-978-2211, Email: denise_maclaughlin@gameproworld.com

Production Assistant (WebIDG)
The Production Assistant will have production and project management responsibilities for PC World Online and new products as they are developed. The PA will assist in the execution of regular operational updates to network web sites and products, process content and process licensed content deliveries, as well as assist in the development of new editorial sections and product lines by managing production-related projects, developing new procedures, and contributing to implementation. Desired qualifications include knowledge of basic programming concepts and languages (Perl, TCL, JavaScript, Visual Basic, ActiveX). Applicants should have familiarity with graphic programs applicable to web design and graphic manipulation, basic UNIX concepts, intermediate to advanced HTML and some understanding of dynamic HTML and XML concepts, general familiarity with web publishing and basic web development tools, ability to work with production deadlines and ability and enthusiasm for learning quickly.
Location: San Francisco, CA
Contact: V. Klum, Fax: 415-974-7491, Phone: 415-978-3187, Email: viki_klum@pcworld.com

Senior Web Designer (WebIDG)
It will be the responsibility of the Senior Web Designer to create, develop, and implement the best consumer and business sites on the Web. The SWD will act as creative lead on product launches and continue to provide creative input to product managers and the technology group post-launch. Responsibilities include creating prototypes of proposed enhancements and/or version releases of on-line products, creation of HTML templates, presentations to senior team members, and deadline setting. In addition to designing and maintaining web sites, the SWD will work with other designers and production staff to improve their level of creative work and contribute over all to the development of the creative service team. Candidates must have a strong foundation in design fundamentals. Work history must include 4-5 years of design experience with significant experience as a web designer. Portfolio should reflect strong interface design and/or Web site architecture experience, as well as typography, and layout. Stellar HTML programming and development skills (i.e. complex tables, GIF89, css, etc.) required. Must demonstrate high-level design skills with all image processing and design tools, should have strong organizational and project management skills, and be able to work collaboratively in a fast-paced new media environment. *Location: San Francisco, CA*
Contact: G. Woo, Fax: 415-974-7491, Phone: 415-267-1756, Email: grace_woo@pcworld.com

ASA MATHAT

for Schools Online, a national charity whose

LinuxWorld

continued from page 1

keynote, Torvalds introduced IDG Chairman **Pat McGovern** by saying, "I'd like to say that I was really happy to see IDG publish a *Linux For Dummies*. That's when you know you've arrived."

Torvalds and McGovern presented the Cambridge, Mass.-based Free Software Foundation (FSF) with the $25,000 "IDG/Linus Torvalds Community Award." FSF's charter is to eliminate restrictions on people's right to use, copy, modify and redistribute computer programs and promotes the development and use of free software.

"I'd like to say that I was really happy to see IDG publish a Linux For Dummies. That's when you know you've arrived."

— Linus Torvalds

"The award honors an association that actively supports the Linux community," World Expo's Greco said. "FSF is one of the associations on the forefront of expanding the free software movement, and IDG is recognizing the dedication of this group."

"The $25,000 award will greatly assist the FSF in publishing free software documentation and in our hardware re-granting program for young developers," said FSF Managing Officer Timothy Ney. Beginning with the LinuxWorld/New York show the award will be renamed the "Patrick J. McGovern/Linus Torvalds Community Award."

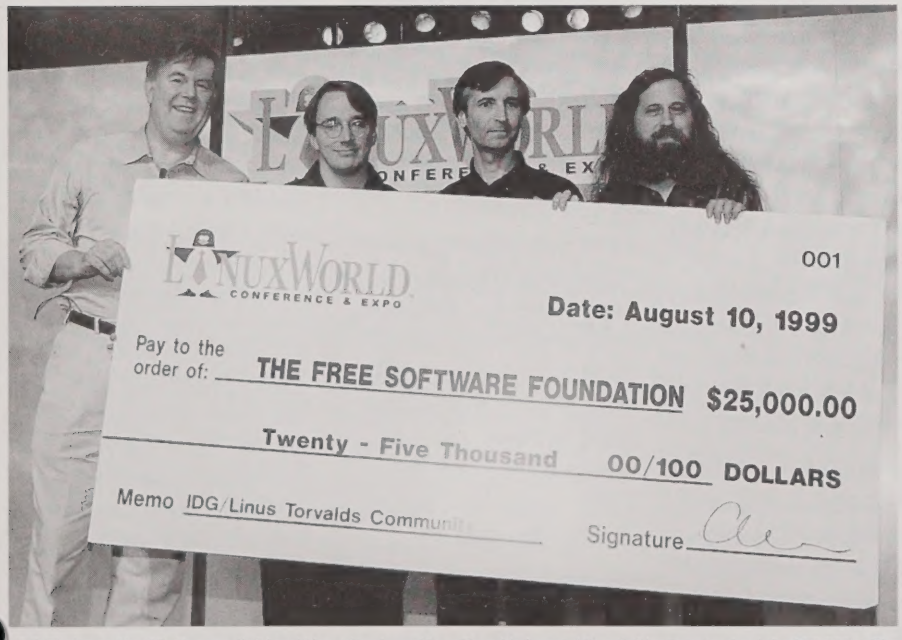
Many of the leading computer companies, including IBM, Compaq and Dell came to the show to tout their Linux-based products. Intel Corp. Chairman Andrew Grove said Merced, his firm's next-generation microprocessor series, will run Linux.

LinuxWorld's conference program consisted of 18 tutorial sessions designed to teach users and developers how to run an organization with Linux.

"In our experience, LinuxWorld Conference and Expo is the largest and best Linux event," said Brian Biles, vice president of marketing at VA Linux Systems, Inc., in Sunnyvale, Calif.

The next LinuxWorld Conference and Expo will be held in New York City at the Jacob Javits Center Feb. 1-4, 2000, the first time the show will be held on the U.S. East Coast.

For more information, contact IDG World Expo Marketing Manager **Kristin DeAngelis** at 508-424-4823 or go to www.linuxworldexpo.com. WU



*IDG Chairman **Pat McGovern** (left) and Linux developer Linus Torvalds (second from left) present a check for $25,000 to The Free Software Foundation's Tim Ney, managing officer, and Richard Stallman, founder. The award is intended to honor organizations that actively support the Linux community. Next year's award will be re-named the Patrick J. McGovern/Linus Torvalds Community Award.*

LinuxWorld, IDG Books team up in creation of online book

IDG Books and *LinuxWorld*, IDG's online publication for Linux users and developers, used the recent LinuxWorld Conference and Expo to announce the launch of *Essential Linux OpenBook*, which will be written online by international Linux contributors for the Linux community. **Nicholas Petreley**, editorial director of *LinuxWorld*, and Joe Barr, *LinuxWorld* columnist, will guide the growth of the book.

IDG Books Associate Publisher **Joe Wikert** said the book "will draw almost exclusively from the combined wisdom and expertise of the [Linux] community. What IDG Books and *LinuxWorld* are doing is revolutionary."

Essential Linux OpenBook will offer detailed Linux tips and tricks and give readers a review of such topics as security, dual booting Linux and Windows, configuring a Netscape browser, and installing new applications.

The online version of the book will be published under IDG Book's Open Content License, which allows ongoing modification and free downloads. Once the book is completed, a hard-copy version will be released, while the online version will remain on the Web site. IDG Books will donate a portion of book sales to a nonprofit organization that promotes Open Source software and its future development.

For more information, go to www.linuxworld.com.

noteworthy people

Maudsley

Carson

Chang

Sanborn

Galvan

Promotions

IDG President **Kelly Conlin** this month announced two high-level promotions in IDG's Human Resources Department. **Karen Budreau**, formerly director of compensation, benefits and HR systems, has been promoted to vice president/ Corporate Human Resources. She replaces **Tom Mathews**, who is leaving IDG at the end of September. Karen will continue to be responsible for the functional areas she currently covers and will also now be involved with international HR issues. **Patty Reilly**, formerly vice president, Human Resources Services Division/East, will now lead HRSD as a whole, which comprises the HR professionals who provide services to most of IDG's U.S. business units. She will also be responsible for the training and development group.

"Karen and Patty have already been fulfilling these responsibilities for some time, but with the continuity comes this well-deserved recognition for their contribution to IDG's success," Conlin said. "Karen and Patty are fortunate to work with the best human resource team in our industry, professionals who are dedicated to ensuring our most important asset—the intellectual capital of the company—continues to be enriched, valued and enhanced."

PC World Production Director **Nadia Maudsley** has been promoted to manufacturing director. "Nadia...has had a tremendous impact on time-saving technology and production efficiencies," said *PCW* Chief Operating Officer **Vicki Peilen**. "To keep *PC World*'s schedule competitive, the production department was transformed into an electronic pre-press service bureau and the computer-to-plate workflow was implemented. Nadia helped develop that, tested systems and benchmarked the time involved with digital ad processing. The end result from Nadia's and the entire production department's hard work and commitment was that *PC World* was the first major monthly magazine to go 100% computer-to-plate. Nadia is continuing to further streamline the production process to allow editorial and advertising more flexibility in these challenging market conditions."

New employees

After six months as a contractor with Web Publishing, **Heidi Carson** joins WebIDG as a newsletters project manager in charge of procuring content and writers. Previously a managing editor at Miller Freeman, Inc., she also attended San Francisco State University. She enjoys scuba diving and travel and recently completed her first triathlon.

Donna Monahan joins IDC as a Web content coordinator, coming from Management Sciences for Health where she worked as a content development specialist. She has also worked as a video production manager for the United Farm Workers of America, for which she produced a documentary video. She holds a B.A. in political science from St. Michael's College in Colchester, Vt., and an M.A. in mass communications from Boston's Emerson College. She enjoys cycling and reading travel narratives and 20th-century American literature.

Previously manager of public relations services at KVO Public Relations, **Michelle Chang** has been hired by *InfoWorld* as a copy editor. She earned a B.A. in English from the University of California/Santa Barbara, likes to hike and travel and recently had a poem published in *Poetry Anthology*.

"After spending two summers as an intern at *InfoWorld*, I'm now here to stay!" says *IW*'s newest reporter **Stephanie Sanborn**. A recent graduate of the University of California/ Davis with a B.A. in English and a "big-time baseball fan," she claims to spend many chilly evenings at Candlestick Park cheering on the San Francisco Giants.

InfoWorld recently signed up **Tiffany Galvan** as a sales associate. She comes from a marketing assistant position at Silicon Graphics. She attended DeAnza Junior College and is a cheerleading coach for Fisher Junior High School in San Jose, Calif.

Previously in law enforcement, sales for Anhaueser-Busch, and design and product development for Mattel, Inc.'s Barbie Collectible division, **Melanie Moore** brings her varied talents to her new position as *InfoWorld* sales associate in the Irvine, Calif., office. Currently studying for an associate's degree in clinical psychology and business management, she recently helped her brother, a Hollywood special effects artist, fulfill his lifelong dream of making his own movie. She is also "a crummy golfer, but I drive a golf cart well."

InfoWorld has hired **Jeff Alonzo** as ad director for the Bay Area (Calif.) region. He was previously national sales director, Java programs, for Ziff-Davis, managing a $12 million business and a Java-oriented conference and seminar series. He majored in marketing and management at the University of Rhode Island and likes to ski and sail.

Business Manager **Andy Vanyo** comes to IDG Books' Indianapolis site from MacMillan USA where he held a similar position in charge of Brady Games (video game guides) and non-trade sales. He holds an MBA in finance and marketing from Indiana University and enjoys golf and outside water sports.

A recent graduate of Ball State University in Muncie, Ind., with a major in general studies and minors in English and psychology, **Melissa Ward** joins IDG Books in Indianapolis as a production assistant.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Francie Benedict *IDG*

11
Nancy Sheehan *IDG*
Michael Malone *IDG*

9
Sven-Erik Remmare *IDG Sweden*
Mitchell Hayes *Computerworld*
Margo Dunn *FCW Government Technology Group*

8
Jennifer Ramirez *IDG Books*
Nancy Newkirk *IDG*

6
Michele Peoples *IDG Research Services*

5
Lizah Aman *IDC Malaysia*
Richard McCarthy *The Industry Standard*

4
Brad Baldwin *IDC*
Danielle Levitas *IDC*
Tammy Whidden *IDC*
Shelley Lea *IDG Books*

3
Nicholas Burke *Computerworld*
Michael Cousins *IDC*
Steven Hayes *IDG Books*
Andrew Hub *IDG Communications Inc.*

2
Richard Dagger *IDC New Zealand*
Mark Hall *IDC*
Toshiyuki Higuchi *IDG Japan*
Satoshi Kawazoe *IDG Japan*
Rosi Moser-Müller *IDG Austria*
Brian Kramer *IDG Books*
Sandy Neto *IDG Books*
Christy Clinton *IDG Books*
Leslie Schuette *IDG Books*
John Battelle *The Industry Standard*

1
Stefan Mayo *Computerworld*
Demetra Georgakopoulos *IDC*
Susan Morrison *FCW Government Technology Group*
Sheila McGovern *IDC U.K.*
Christine Gould *IDG Australia*
Jana Killion *IDG Books*
Jamila Pree *IDG Books*
Joseph Norton *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG employees get discount on IDC's upcoming Internet Executive Forum

Just as businesses think they understand Internet commerce, things are about to change. According to IDC, by 2003 more than 500 million people worldwide will be on the Internet purchasing products and services. Their expenditures will exceed a mind-boggling $1 trillion annually. In the next 24 months, online businesses will need to prepare for this entirely new scale of commerce – what IDC has dubbed Internet Economy 2.0. This will be the focus of IDC's upcoming Internet Executive Forum, scheduled for Sept. 28 and 29, at the San Francisco Airport Marriott.

IDC's Internet Executive Forum will examine issues including:
- What impact will real-time, online trading communities have?
- How should companies measure the value of online customers?
- Which strategies are most effective for attracting and retaining "etalent?"
- Should a company integrate its ebusiness with its legacy business?
- What are the barriers to converting traffic from outside the U.S. into customers, and how can they be overcome?
- What will the Internet economy look like beyond 2.0?

Presenters will include Internet luminaries and IDC gurus including: Daniel Aegerter, CEO, TRADEX Technologies Inc.; Dick Anderson, general manager, Enterprise Web Management, IBM; David Bent, CIO, Visteon Automotive Systems; Clayton Christensen, associate professor of Business Administration, Harvard Business School; Nick Earle, senior vice president and chief marketing officer, Hewlett-Packard; **Frank Gens**, senior vice president, IDC; **Robert M. Metcalfe**, vice president, Technology, IDG; and Jeff Papows, CEO, Lotus Development Corp.

IDG employees may attend this event at the IDC client rate of $1,195. If you register before Sept. 3, the cost is $995. Online registration is available at www.idc.com/events/ief99 or you may call 800-340-2366. For more information, contact: Liz Gagliardi, 508-935-4002, lgagliardi@idc.com. WU

ExecuTrain plans IDG employee briefing to discuss training options available to business units

ExecuTrain, IDG's Atlanta-based training partner, will sponsor a briefing on Sept. 15 in Framingham, Mass., to introduce its offerings to area IDG business units.

Among the speakers are: ExecuTrain CEO **Axel Leblois**, who will discuss the IDG/ExecuTrain partnership and ExecuTrain's capabilities; **Carmen Matheson**, IDC manager of IT technical education and programs, who will talk about the custom training ExecuTrain is providing IDC employees; and **John Corrigan**, *Computerworld*, VP/Careers, who will describe the development of a Web-based recruitment workshop using ExecuTrain's proprietary training services. ExecuTrain staff will be present to answer questions.

The briefing will take place from 8:30-10:30 at the Sheraton Tara Hotel. Anyone interested in registering is asked to contact **Dawn Tice** at 508-879-2121 or dawnt@boston.executrain.com.

Upcoming IDC events

PC Market Outlook
Sept. 22
Hotel Sofitel
Redwood City, CA
Contact: Patrick Gorman
pgorman@idc.com
www.idc.com/events/pcmo99

Systems Market Outlook
Sept. 23
Hotel Sofitel
Redwood City, CA
Contact: Tammy Whidden
twhidden@idc.com
www.idc.com/events/smo99

celebrating 10!

Name
Dorothy Cronin

Home
Southboro, MA

Joined IDG
January 1989 as a data entry clerk in accounts payable

Current title
Bookkeeper

Most challenging part of your job
Keeping up with the fast pace

Best part of your job
My co-workers

Lastest accomplishment
I became a grandmother in July!

What's kept you at IDG for 10 years?
The constant change – it is never boring!

What's the most rewarding thing you've ever done?
Raised my two children

What talent do wish you had?
A beautiful singing voice

Fantasy job
Singing on Broadway

As a child, what did you want to be when you grew up?
A nurse

First job
Bank teller

One possession you'd grab if your house were on fire
My dog Brandy

*IDG Chairman **Pat McGovern** escorts IDG's **Dotty Cronin** to dinner at the Ritz-Carlton in Boston in honor of her 10 years of service to the company.*

If you won the lottery tomorrow, you would...
Do as much as I could for everyone I love.

Manager's profile
"Dotty and I have worked together for close to 14 years. She feels like a member of my family. I can always count on Dotty to approach her work with professionalism and pride. Dotty is well liked by the business units she does work for. Her calm exterior evokes a feeling of confidence among her colleagues and the business units she serves. Dotty recently became a grandmother and is thrilled to be in this new role. I look forward to many more years of working with Dotty.

- Sally Reinfeld, group controller

and finally...

COMMITTED® by Michael Fry

BOB MULTI-TASKS BY SLEEPING, SNORING AND DROOLING ALL AT THE SAME TIME.
I'M SO EFFICIENT.
IT'S A BEAUTIFUL DAY. I THINK YOU SHOULD GO OUTSIDE AND MULTI-TASK.
MICHAEL FRY
www.comics.com
E-Mail: fry1@flash.net

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Make your mark on the new millenium: Enter IDG's Photo Calendar Contest today!

Don't miss the opportunity to have your photographic skills showcased in IDG's first employee photo calendar of the new millenium! Only 21 days remain until the deadline for the 16th annual IDG Employee Photo Calandar Contest. The contest is open to all IDG employees worldwide. Twelve masterpieces will be selected for inclusion in the calendar—one could be yours! Calendars are distributed to all business units worldwide at the beginning of the new year.

New century, same old rules:

- You may submit up to two color or black-and-white prints or 35-mm slides. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s).

Note: Please do not write directly on the back of photos!

- Entries must be received by **Monday, Sept. 13**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

Prizes will be awarded as follows:
First place: $250
Second place: $150
Third place: $100

Questions? Please contact **Patricia Smith** (patricia_smith@idg.com) or **Penny Winn** (penny_winn@idg.com).

Please note: Due to the ever-growing number of entries received, photos will not be returned. Please make copies!

IDG **WorldUpdate**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

***PC World's* circ rate base is tops worldwide! See page 2.**

Reading, writing and ROM

PC World staff volunteer to help San Francisco school go digital

NANCY JACOBS

***Ladie Malek**, PCW advertising sales coordinator, puts the screws to a computer during PCW's community relations program at Wallenberg High School in San Francisco.*

It's "back to school" time in the U.S. these days, and *PC World* went back, too.

Contributing Editor **Roberta Furger** reports in "Are Wired Schools Failing Our Kids?" in *PC World*'s September 1999 issue (www.pcworld.com/sept99/schools) that although the U.S. has spent more than $2 billion on technology in schools much of the hardware and software lies broken, unused or used only for word processing or drill-oriented games. On top of that, only 20% of today's teachers can integrate technology into their lesson plans.

"We saw this as a good opportunity to establish our own community relations program," said *PC World* Public Relations Manager **Amy Dalton**, who contacted the San Francisco School Volunteers – a non-profit group that puts 2,700 com-

continued on page 4

IDC leads links race

IDC has more links to its Web site, www.idc.com, than any other market research firm.

According to Vice President/Interactive Products and Services **Brian Harrold**, who canvassed the data on the Alexa Internet Service, IDC's showing reflects in part the large number of companies that use IDC data to position themselves and their markets. "The number of links to a site is one indicator of market credibility," he noted.

Company	No. of links
1. IDC	3,868
2. Jupiter	3,436
3. Forrester	2,867
4. Gartner*	1,579
*(includes Dataquest)	
5. Giga	967
6. Meta	646
7. Yankee	560

Source: www.alexa.com (8/99)

PC World Turkey relaunched; new licensee plans additional IDG titles later this year

The recently relaunched *PC World Turkey* is No. 2 in the market and quickly closing in on the No. 1 slot, thanks to a new licensing arrangement with the Ihlas Group in Istanbul.

No. 2 and gaining quickly.

Late last year, *PC World Turkey* ceased publication temporarily after serious business problems at the IDG company in Turkey. IDG International Publishing Services (IPS) quickly sought a new partner to continue the title. Ihlas Group, among the five largest companies in Turkey with interests ranging from media to construction, had previously published *Byte Turkey* but was looking for a new partner following the demise of the U.S. print edition of *Byte*.

"Ihlas was looking for an alternative partner to expand its number of IT titles, and IDG's portfolio and Ihlas' capabilities make this match a good fit," said IPS President **David Hill**. Ihlas Media publishes more than 20 magazines and several newspapers and also owns a TV station.

PC World Turkey relaunched in March in a field with four other competitors. For the March-May period, *PCW Turkey* ran 248 ad pages for a 23% share, behind market leader *Chip* and *PC Magazine*. By August, *PCW* had climbed to No. 2, and the staff believes it can capture the top spot by the end of this year. The print run will move up from 40,000 to 60,000 in September. Circulation is primarily newsstand-driven and sell-through is quite high at an average of 85%.

PCW Turkey is led by Editor-in-Chief **Cuneyt Belge** and has a full-time staff of 29. Every issue of the title has been profitable since May. Given *PC*

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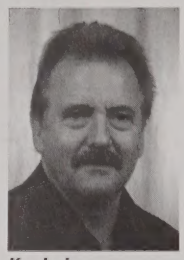
in brief newsworthy

Computerworld Schweiz set to take flight on Swissair

Swissair travelers interested in the latest IT news will be able to pick up a free copy of *Computerworld Schweiz* on all European flights during the month of October.

Marcom Manager **Hans-Ueli Keuhni** forged the long-awaited deal, which the publication's staff hopes will result in an increased number of subscribers. *CW Schweiz* is the first special-interest title to be distributed on Swissair flights.

Sales Director **Urs Flückiger** said IDG Switzerland's staff has tried for a long time to get Swissair to be a distribution partner. Asked why they agreed now, he said half-jokingly "maybe they finally got worn down by our persuasive arguments all these years! Seriously, it's a good test for Swissair to see if their customers like to read special-interest publications as well as daily newspapers and general business magazines."


Keuhni

Computerworld Schweiz's average print run of 14,000 will be increased 20% during October to accommodate the in-flight distribution. Advertisers are very interested in the Swissair partnership in part because an important trade show, Telecom99, will be held that month in Geneva.

Given Telecom99's international appeal, advertisers from around the globe are looking for ways to be visible to expo attendees flying in and out of Zurich's airport, Flückiger said. *Computerworld Schweiz*'s staff is planning the first special issue it has ever done for the show, *Telecom Geneva*, to accommodate requests from international clients.

For more information, contact Urs Flückiger at urs_flueckiger@idg.ch. WU

PC World's circulation rate base is tops worldwide

After another exceptional circulation performance period, *PC World* announced last week it will increase its circulation rate base – the circulation level guaranteed to advertisers – to 1.25 million, thus surpassing that of rival *PC Magazine* and making *PCW* the world's largest computer publication.

According to the latest Audit Bureau of Circulations, for the six months ending June 30, 1999, *PC World* topped its nearest rivals in overall circulation growth and newsstand sales. Average issue circulation increased 6.7% from the previous year, and paid subscriptions were up 8.2%, well outpacing its competitors.

The magazine also sold more copies per issue at the newsstand than *PC Magazine* or *PC Computing*, despite having the highest cover price ($5.99), a dollar more than the others.

"Increasingly, subscribers and newsstand buyers are paying a premium for the magazine, because they value the information so highly," said **Shawn Burke Pecar**, *PCW* vice president, circulation.

Subsequent to these high-water marks, *PC World* announced a 4.2% increase in its circulation rate base to 1.25 million. Advertising rates will go up a commensurate 6.0%.

"Demand for *PCW World* is extremely high...and this rate base increase is consistent with that trend," said *PC World* Publisher **Jeff Edman**. "While other computer publications have struggled to maintain circulation, tinkered with positioning or moved to Web-only businesses, *PC World* continues to succeed in its mission to meet the informational needs of its target audience: PC-proficient managers. WU

IDGB title used as business playbook

American Libraries Columnist Will Manley said in the August issue of his publication that he thought *Football For Dummies* was a dumb idea until he "...asked several knowledgeable reference librarians about the book, and they told me that the book is mostly checked out by computer engineers who feel that they need to know something about football to get along in business."

World Expo launches company-specific Web site

IDG World Expo launched a new Web site, www.idgworldexpo.com, this month. The site provides a wide range of information about the business unit and the events it owns and manages.

"Our new site is a complete resource for IT professionals seeking the latest information about our events and insight into harnessing the power of the IDG name to break into new and emerging markets," said IDG World Expo President and CEO **Charlie Greco**.

The event guide section contains profiles of Internet Commerce Expo, LinuxWorld Conference and Expo, and Windows 2000 Conference and Expo, and links to directly to each event's individual Web site (www.iceexpo.com, www.linuxworldexpo.com and www.windows2000.expo.com, respectively) so that visitors can learn more about exhibiting, speaking opportunities, keynote and feature presentations and show news. In addition, World Expo's site is a resource to partners, vendors and job seekers who want information on World Expo's corporate background and mission, company and event news, and career opportunites at World Expo. WU

Correction

The Aug. 23 issue of *IDG World Update* cited "168 exhibitor booths" at LinuxWorld Conference and Expo. There were 168 exhibiting companies and 411 total booth units sold, with a total square footage of 41,100 net sq. ft.

back to basics

primer

Editorial

Computerworld Editor-in-Chief **Maryfran Johnson** is this week's columnist.

Editorial jargon

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Skyboxes
The teasers above the *Computerworld* logo on page one.

Cutlines
Captions

Kickers
Sub-headlines

Log
What reporters file [each Tuesday at *Computerworld*]; a paragraph describing the details of the stories they're working on.

Copy
News stories

Slug
The identifying name of a story.

Q What does an editor-in-chief do? How involved are you in the daily editorial process?

A After three years as *Computerworld*'s executive editor, I thought I knew what I was getting into. But the sheer velocity of this job was a surprise. Every department in the company suddenly has a dozen things to talk to you about. Every PR person has your phone number. My e-mail stream shot up from a few dozen to at least 60 messages a day. It's a juggling act that would be just about impossible without the help of the *Computerworld* staff, who have been wonderfully supportive. I still attend our weekly meeting where page-one stories are discussed and various teasers are chosen, but I stay closest to our coverage plans mainly in "drive-by" discussions with editors and writers.

Q What is a typical day like for you?

A Let's just say it's a good thing I love to talk, because a typical day involves an unending stream of people interaction. That includes folks in other departments, vendors and PR people, readers who call in, and writers and editors who need to discuss something. I could probably spend 30% to 40% of my day just answering e-mail, but that usually ends up being my homework each night. There's also a big slug of travel that comes with the job, where airport downtime actually counts as quiet time!

Q Do you review any part of the paper before it ships each week? Just page one? More?

A At *Computerworld*, everyone in editorial sees the front page on Friday afternoon, even our remote bureaus. Sometimes I also hunt up an early page proof of one of our features or business stories as grist for my editorial mill or as helpful background to respond to a media call. But for the most part, the issue is in the capable hands of our news, business and technology editors every week.

Q What's your career path been? Is there a typical path for someone contemplating editor-in-chief-ship?

A I'd love to say I planned this all along, but I just kept falling forward into one intriguing opportunity after another. I was a reporter at daily newspapers for eight years before joining *Computerworld* 10 years ago, and I really had no intention of becoming an editor until *Client/Server Journal* came along in 1993. The best advice I can give, career-wise, is to stay alert for opportunities and jump for the riskiest jobs that come your way. If you keep your comfort zone just out of reach, you have to keep learning and stretching.

Q What's the most difficult part of the job?

A The balancing act among all the competing demands on your time, and the feeling that you are never — in this lifetime, at least — going to catch up!

Q What's the best part of the job?

A The feeling that everyone is rooting for you and wants *Computerworld* to succeed. There's a tremendous support network among the people here, from the editorial assistants and designers to the copy desk, writers and editors.

Q Is there an informal editors network at IDG through which people trade ideas, lend each other support, etc.?

A The U.S. IDG editors get together once at year to talk about mutual concerns, but there's always been an informal network between the editors at *Computerworld*, *InfoWorld* and *Network World*, as well. Now that WebIDG is building the portal Web site, there's been even more activity among the top editors as we raise questions, offer suggestions and generally make pests of ourselves!

Q How much of your job involves promoting the *Computerworld* name?

A Any time I'm doing an outbound activity such as an interview or speaking to a user group, I consider that prime time for promoting *Computerworld*.

Q How do you "stay close to the customer"?

A Mostly by being where they are — at industry conferences, events or at their own businesses. Research plays its part, too, through surveys we do every year to make sure our coverage maps to what IT leaders want to read about. We also have a special advisory council of a dozen CIOs and IT executives who meet every fall in Boston. Hearing what IT execs talk about among themselves has got to be the best way to stay close to their needs.

Johnson may be reached at maryfran_johnson@cw.com.

Numbers Don't Lie: U.S. Teacher Technology Training

20
Percentage of U.S. teachers who say they feel prepared to integrate computers into classroom instruction.

3 to 5
Number of years of professional development needed before a teacher can use computers effectively in a classroom.

30
Percentage of a school district's technology budget that the U.S. Department of Education advises spending on teacher training.

9
Percentage of a school district's technology budget (on average) spent on training.

50
Percentage of teachers who receive training on their own, with their own money.

2 million
Number of new teachers needed in U.S. public schools by the year 2010.

3
Number of U.S. states that require technology training as a prerequisite for license renewal.

Source: PC World, Sept. 1999. Data courtesy of: U.S. Department of Education, Milken Exchange on Education Technology, Education Week, Apple Computer, Inc.

Reading

continued from page 1

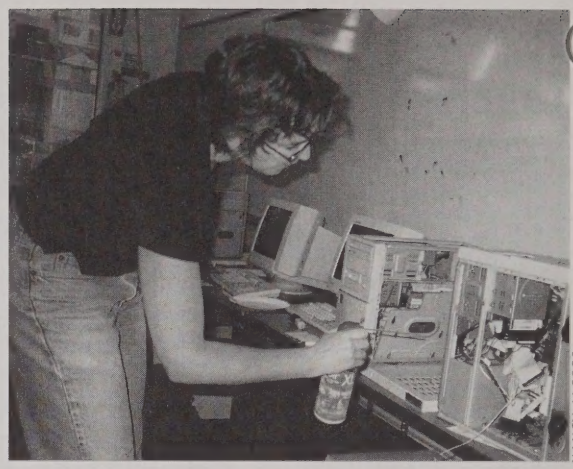
munity and business volunteers together with local schools and students — to find a school to help. The state of California had recently named San Francisco's Raoul Wallenberg High School a 'digital high school.' The digital high school program aims to provide all high schools in the state with computers and Internet access to help give students technology training and prepare them for today's job market.

Wallenberg, the "Home of the Bulldogs," was to get $200,000 in computer equipment — but no help in configuring it, using it or maintaining it.

Putting their money where their mouses are, 20 *PCW* staffers went to Wallenberg on Aug. 20 to help unpack and configure more than 20 new computers and upgrade about 60 of the 120 systems the school already had.

In the coming months *PCW* will hold one-on-one workshops with teachers, help troubleshoot problems, become e-mail buddies with school staff and students and arrange for refurbished 486 PCs to be set up in students' homes. "Basically, the partnership is ongoing," Dalton said. "Whatever Wallenberg needs in the way of technological expertise, we will do our best to give it to them."

IDG Books' Technology Division packed up a bookbag as well, supplying 20 *Teach Yourself...Visually* books on Word, Microsoft Office, Excel and Access, as well as some *Windows 98 For Dummies* books. "We're happy to be a participant in this wonderful endeavor," said IDG Books' Public Relations Manager/Technology Division **Andrea Burnett**.



NANCY JACOBS

*PC World Senior Editor **Karen Silver** dust busts a computer at San Francisco's Wallenberg High School.*

Linda Grubbs, *PCW*'s assistant to the editorial director, said working at the school was a very gratifying experience. "I'm getting a master's in education with a focus on technology, so it was great to apply what I've learned in a place where it was needed. It left me tired but with a really good feeling. It's great to work with a group of people who appreciate and will take what you're teaching them and put it to good use. And the kids will be the ones who benefit in the end." WU

Is your business unit interested in taking a local school under its technological wing? Contact Tech Corps, which was founded in 1995 by CIO Publisher **Gary Beach** to better technical literacy in elementary and high schools, at http://techcorps.org or tel: 781-687-1100. Or connect with Partners in Education, which helps community and business groups develop school programs, as well as offer training, technical aid and resources, at www.partnersineducation.org or tel: 703-836-4880.

Coming up

Advanced Information Technologies for Government
Sept. 9-10
Renaissance Hotel
Washington, D.C.
www.fcw.com/events/events.htm

European IT Forum
Sept. 12-14
Le Meridien Montparnasse
Paris
www.idcresearch.it/forum/itforum99/index1.html

Smart Sourcing Conferences and Expos: Next Generation IT Outsourcing Services and Solutions
Sept. 13-15
Chicago, Ill.
Contact: Corky Robinson, InfoWorld
corky_robinson@infoworld.com

Central America, Caribbean and Andino PC Outlook: New Trends and Channel Dynamics
Sept. 14
Coral Gables, Fla.
Contact: IDC Latin America
Tel: 305-267-2616
www.idcresearch.com/events

ICe Singapore
Sept. 21-22
Singapore Expo
Contact: Rosalynn Chua
rosalynn@idgexpo.com.sg

IDG Worldwide Managers Meeting
Sept. 22-26
Gran Hotel Bahia Del Duque
Tenerife, Canary Islands
Contact: Marion Kibbee
marion_kibbee@idg.com

IDG

Job Opportunities - August 30,1999

Administrative Assistant (CIO)
CIO's editorial department is seeking an Administrative Assistant to help maintain the smooth running of the department. This position requires a person with a can-do attitude, an eye for detail, an excellent telephone manner and strong customer relations skills. This person will serve as the first point of contact for anyone with general questions about the editorial department. This individual will also assist the Editorial Operations Manager with various special projects, special issues, events, etc. Candidates must be able to work well independently and with other people. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Copy Editor (CIO)
CIO Communications is seeking a talented Copy Editor to join its editorial staff. Copy editor duties: Edit print and online copy for style, clarity and correctness. Proofread materials at various stages of production. Coordinate copy flow. Write occasional short items. Requirements: two years of copy-editing experience, preferably at a magazine. Attention to detail a must. Excellent prioritization skills and ability to handle multiple tasks at once. Familiarity with business and technology issues is a plus, as is experience with Macintosh, Word, Quark, QPS, e-mail and online technologies. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Executive Assistant (CIO)
CIO's Executive Programs seeks a detail-oriented, highly motivated team player to provide administrative support for Senior Vice President. Candidate should be extremely organized, proactive and persistent in follow up. Requires frequent interaction with all members in the company as well as customers, vendors and other business relations partners. Duties include general administrative support with very good administrative and interpersonal skills. Schedule and record meetings, preparing PowerPoint presentations, compiling and preparing reports and/or spreadsheets, tracking expenses and expense reports. Strong PC skills in Word, FilemakerPro, Excel and PowerPoint. Must have a good sense of humor, be flexible, handle multiple tasks simultaneously while producing high-quality, high-quantity work. Previous administrative support in a marketing or publishing is a definite plus. Possible light travel.
Location: Framingham, MA
Contact: T. Gump, Fax: 508-935-4600, Phone: N/A, Email: tgjobs@idg.com

Web Intern (CIO)
CIO Communications, Inc., publishers of CIO Magazine and the award-winning CIO.com web site, is looking for an intern to work with their online team. The intern will be involved in a wide range of work supporting the ongoing operations of the site - answering mail, developing web pages, trouble-shooting, quality assurance, etc. The ideal candidate will be very familiar with the web, have some understanding of HTML, be customer-focused and detailed oriented. Flexible hours, up to 40 hours per week.
Location: Framingham, MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Senior Art Director (CW)
Reporting to the Director of Marketing, the Sr. Art Director is the first line of defense for the Computerworld brand. The ideal candidate would conduct regular audits of marketing communications produced by other departments and provide feedback and council to bring all CW communication materials into line with graphic standards. In addition to the more strategic brand management duties, this position would design, art direct and produce all marketing communication for the department including the annual media kit, regular advertiser communications, and conference signage. The ideal candidate will be fluent in all digital design software applications; Quark, Pagemaker, Illustrator, PhotoShop, Acrobat, HTML and fluent in all phases of the production of ads, collateral, packaging, point of purchase signage, Web design, as well as being fluent in corporate communication branding disciplines. We are looking for someone with proven management skills, success with directing freelance art directors excellent communication and persuasion skills. 5 to 10 years in marketing communications experience required. *Location: San Mateo, CA*
Contact: C. McGarry, Fax: 650-524-7004, Phone: 650-524-7011, Email: chris_mcgarry@computer.com

Software Product Assistant (IDC)
As a member of the Software Research Group, the ideal candidate will provide 4D Database Support; assist in creating pivot tables for new Software Pivot Table product; serve as the Software Web Conferencing Administrator; assist with building central software marketing contact database; and assist with other tasks as needed. The ideal candidate will have at least 3 years of experience meeting deadlines in a fast paced environment. Strong organizational/communication skills with an orientation to paying attention to the details is essential. The candidate must be comfortable speaking with customers and have patience in working with, and training analysts on new software. A solid knowledge of MS Office products, Lotus Notes is required, and experience working with spreadsheets and pivot tables is desired. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Director, Online Financial Services Advisor (IDC)
The Director of the On-line Financial Services Advisor program is responsible for providing the financial community with expert guidance in the area of on-line financial services, including on-line brokerage, on-line banking, on-line credit, and on-line insurance. The Director leads a team of US and international analysts who are experts in the above areas, while also personally providing expertise in one or more of the focus topics. The Director will be engaged in a range of forums including frequent focus groups, consulting projects, speaking engagements, primary studies and more. The Director is responsible for the research service's financial objectives, facilitated through IDC's support organizations, and achieved through subscription and consulting contracts. Ideal candidates have strong writing, speaking, analytical, team leading, business management, and business development skills, research and consulting background as well as experience with one or more financial firms. *Location: Mountain View, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Analyst, Worldwide PC Market Tracker (IDC)
This Research Analyst will hold several key functions within the Worldwide Quarterly PC Tracker program. Responsibilities will include collection and consolidation of all regional research, data, correction, data validation, and data modeling. This person will work closely with the Research Manager to identify data inconsistencies and to enhance the data collection processes. Additional responsibilities will include providing client technical support and handling client inquiries. Knowledge of the computer hardware industry is required. Strong quantitative, analytical, problem solving / trouble-shooting, organizational and interpersonal skills are necessary. The ability to develop and maintain Access databases and knowledge of Excel is required, Knowledge of HTML, FrontPage or other webpage design applications is desired. *Location: Mountain View, CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Analyst/Research Manager, Consumer eCommerce Advisor Program (IDC)
The Senior Analyst/Research Manager on the Consumer eCommerce Advisor program serves as IDC's expert in one (or more) focus area(s) of consumer eCommerce: on-line media sales (audio/CD, text/books etc.), travel and leisure sales (all forms of ticketing), soft good sales (clothing, etc.), on-line small goods sales (packaged goods, drugs, groceries, etc.) , on-line large goods sales (real estate, automotive etc.), on-line content/services etc. The analyst will be responsible for providing compelling research and advice on the focus topic, including timely news/event analysis, in-depth advisory bulletins, custom consulting projects, and more. The analyst will also contribute to researchacross the consumer eCommerce advisor group and work with international analysts to develop global expertise. Candidates must have strong writing, speaking, and analysis skills. The ideal candidate will have a research/consulting background as well as professional experience in one of the above on-line areas. This position is based in Mountain View, CA (Silicon Valley), although, alternative locations (Framingham, MA etc.) may be considered. *Location: Mountain View, CA*
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Senior Analyst/Research Manager, Online Financial Services (IDC)
The Sr. Analyst/Research Manager on the On-line Financial Services Advisor program will serve as IDC's expert in one (or more) focus area(s) of on-line financial services: US/WW on-line banking, US/WW on-line brokerage, US/WW on-line insurance, or US/WW on-line credit. The analyst will be responsible for providing compelling research and advice on the focus topic, including timely news/event analysis, in-depth advisory bulletins, custom consulting projects, and more. The analyst will also contribute to research across the on-line financial services group and work with international analysts to develop global expertise. Candidates must have strong writing, speaking, and analysis skills. The ideal candidate will have a research/consulting background as well as professional experience in one of the above on-line areas. *Location: Mountain View, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Client Service Representative, Internet/eBusiness Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Mountain View, CA or Framingham, MA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Inside Sales Representative, Internet/eBusiness Accounts (IDC)
IDC is seeking an Inside Sales Representative to partner with specific Major account sales teams and accounts to grow syndicated research client base. Responsibilities would include the following: assisting in growing sales to Major accounts, finding and qualifying new buyers or influencers for new CIS, assisting in closing business, and qualifying names/leads for marketing database. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced team selling environment. Strong computer skills a plus. *Location: Mountain View, CA or Framingham, MA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Inside Sales Representative, IT Advisor (IDC)
IDC is seeking an Inside Sales Representative to sell IDC market research services to the IT-end-user base business. This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry is a must. Position is part of a focused sales team effort and will require 6+hours/day on the phone with clients and prospects. Position reports to Sales Director, Software West. and will be handling both installed base accounts and zero accounts. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team-selling environment. Strong computer skills a plus. With the exception of annual sales meetings, no overnight travel is associated with this job. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Sales Manager, Japanese Major Accounts (IDC)
IDC is seeking a high level major accounts sales professional who will be responsible for managing IT market research sales and relationships at US headquartered locations and coordinating WW sales for selected top IDC Japanese vendor customers. Will also be responsible for monthly sales of syndicated market research to include renewing existing services as well as selling new annual services, other syndicated research, and custom consulting (working with dedicated consulting sales partner). Reports to Group VP of Major Accounts Sales and will require approximately 50% travel(including several trips to Japan), excellent presentation, account organization and account penetration skills. Must have 5 - 8 years of successful executive level selling experience with complex goods or services to global technology vendors. Prefer prior experience selling to, or working with, a Japanese technology company. Computer applications skills (email, word processing, spreadsheet, PowerPoint ACT) necessary. *Location: Mountain View, CA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Sales Manager, Major Account (IDC)
IDC is seeking a high level major accounts sales professional who will be responsible for managing IT market research sales and relationships at US headquartered locations and coordinating WW business for several top IDC vendor customers. Will also be responsible for monthly sales of syndicated market research to include renewing existing services as well as selling new annual services, other syndicated research, and custom consulting (working with dedicated sales partner). Reports to Group VP of Major Accounts Sales and will require approximately 40 - 50% travel, excellent presentation, account organization and account penetration skills. Must have 5 - 8 years of successful executive level selling experience with complex goods or services to global technology vendors. Computer applications skills (email, word processing, spreadsheet, PowerPoint ACT) necessary.
Location: Mountain View, CA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Account Executive, Hardware Accounts (IDC)
IDC is seeking an outside sales professional who has 3 to 5 years outside sales (quota carrying experience) and 5 to 7 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused Hardware sales team effort and will require basic sales skills of prospecting, qualifying, demonstrating, handling objections, and closing sales. This Account Executive will handle installed base clients and will be responsible for representing IDC's entire product line and will report to AVP, Hardware Sales Accounts. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team selling environment. Strong computer skills a plus. Strong computer skills a plus. Besides annual sales meetings, approximately 10% overnight travel associated with this job. *Location: Mountain View, CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Account Executive, Internet/eBusiness Accounts (IDC)
IDC is seeking a Sales Professional to develop and grow our Internet/IT end-user base business which provides tailored services and tools to CIOs and Internet executives of leading corporations. Candidates must have 3 - 5 years experience selling IT related services to users as well as the ability and desire to apply the entire spectrum of selling skills from cold calling to high-level contract negotiations to ongoing customer service. The ideal candidate possesses the following qualities: dedication, discipline, creativity, energy, and potential to grow with the enterprise. Position also requires a proficiency in forecasting fundamentals, 5 years direct selling experience and a BA/BS. *Location: Mountain View, CA or Framingham, MA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Senior Account Executive, Telecom Accounts (IDC)
IDC is seeking an outside sales professional who has 3 to 5 years outside sales (quota carrying experience) and 5 to 7 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused Telecom sales team effort and will require basic sales skills of interest development, prospecting, qualifying, educating, demonstrating, handling objections, and closing sales. This Senior Account Executive will handle installed base clients such as BellSouth, Intermedia, Computerm, Qualcomm, etc. Position will report to AVP, Telecom Sales and will be responsible for representing IDC's entire product line. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team-selling environment. Strong computer skills a plus. Strong computer skills a plus. Besides annual sales meetings, approximately 30% overnight travel associated with this job - including some Saturday night stays (approximately 4 - 5 a year).
Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Sales Associate (IDG Games Media Group)
IDG Games Media Group, a division of IDG, the world's leading IT media, research and exposition company is looking for an East Coast Sales Associate to provide support to the East Coast Regional Sales Manager. Responsibilities include administering RFP's, developing relationships with existing and prospective clients, sales call follow up and presentation preparation. The Sales Associate Will work with the Ad Coordinator to ensure the timely and accurate posting of all print campaigns. Must be a talented sales professional with at least 2 years proven experience in an ad agency, sales, publishing or media environment. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Also, video/PC game interest or knowledge of the industry is a plus. *Location: New York, NY*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

South West Regional Sales Manager (IDG Games Media Group)
IDG Games Media Group, publisher of GamePro magazine, the world's largest multi-platform gaming magazine is seeking a South West Regional Sales Manager to join the sales team. Responsibilities include selling of GamePro magazine print properties, developing relationships with existing and prospective clients in the electronic entertainment and non-endemic, consumer categories. Must be a talented sales professional with 3-5 years proven experience in an ad agency, sales, publishing or media environment. Qualified candidates must be highly organized, detail orientated, self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Also, video or PC game interest or knowledge of the industry is a plus.
Location: San Francisco, CA
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Section Editor (IFW)
InfoWorld's Test Center has an opening for a Section Editor who will manage and direct coverage of enterprise products for reviews, comparisons, and technical features. The Enterprise Computing Section Editor will be responsible for managing a team of talented technical analysts and editors and focusing their efforts on producing timely, appropriate coverage of enterprise products and technologies. This person will also need to exercise collaboration and relationship skills with other teams and editorial departments. Strong journalism background, up to five years publications experience, and up to three years of management/team-building experience are a must. A passion for covering enterprise topics and experience developing and maintaining vendor relationships is highly desirable. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

International Account Executive (IGS)
The International Account Executive will work with and support a Director of International Accounts at IGS. He/she will be act as a liaison with IDG's international offices, and will be responsible for servicing advertiser needs and ad schedules, prequalifying prospects, and selling current client base advertising into special supplements. The AE will be expected to quotes rates, book advertising with international publications, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can do' client-service attitude. Candidates should have a college degree (or equivalent) and combine exceptional written and verbal communications skills with a demonstrated ability to work independently. Publishing or advertising experience desired, fluency in a second language a definite plus. *Location: San Francisco, CA*
Contact: A. Glahome, Fax: 415-331-0881, Phone: 415-676-3017, Email: alessandra_glahome@idg.com

Staff Editor, Features (PCW)
PC World is looking for a smart, mid-level Features Editor who can tackle a broad range of articles from hands-on product evaluations to investigative reporting pieces. Superb writing and editing skills and a thorough grasp of project management are essential. Must have at least two years' experience working as an editor for a publication and familiarity with personal computer products and companies. *Location: San Francisco, CA*
Contact: D. Tynan, Fax: 415-442-1891, Phone: 415-267-1762, Email: daniel_tynan@pcworld.com

Ad Traffic Coordinator (Publish)
This person will be responsible for trafficking all materials that Publish receives from advertisers and service bureaus. Other responsibilities will include tracking ad sales and positioning requests, generating revenue reports, processing insertion orders, and special analysis projects for sales management. The successful candidate must be proactive, with excellent communication, customer service, and time management skills. Strong familiarity and experience with MS Office and QuarkXPress are necessary.
Location: San Francisco, CA
Contact: W. Walton, Fax: 415-243-4558, Phone: 415-978-3309, Email: wwalton@publish.com

Classified Account Executive (Publish)
This entry-level sales position is ideal for someone who has a strong desire to get into sales in a publishing environment. Responsibilities will include managing 90/50/10s, making a minimum of 25 outbound connections daily to non-existing customers, prospecting media sources to build up quality lead pool, maintaining territory lists, preparing for monthly/weekly sales meetings/training, generating timely call reports for all sales and cancellations, and database management. This position requires excellent verbal and written communication skills, a strong level of self-initiative and motivation, the ability to work independently, and the desire and business common sense to succeed. *Location: San Francisco, CA*
Contact: W. Walton, Fax: 415-243-4558, Phone: 415-978-3309, Email: wwalton@publish.com

Display Advertising Account Executive (Publish)
Publish seeks an Account Executive to partner with Senior Account Managers to manage the display advertising for its print publication. Responsibilities will include managing 90/50/10s, making a minimum of 15 outbound calls daily to non-existing customers, prospecting media sources to build up quality lead pool, maintaining territory lists, preparing for monthly/weekly sales meetings/training, generating timely call reports for all sales and cancellations, and database management. This ideal candidate must have a minimum of 1-2 years advertising experience. He/she can be an ex-media planner or a media buyer from an agency. A familiarity with the publisher: advertiser: agency relationship is critical. In addition, this person must have excellent communication, organizational, presentation, and negotiation skills. *Location: San Francisco, CA*
Contact: W. Walton, Fax: 415-243-4558, Phone: 415-978-3309, Email: wwalton@publish.com

Account Executive (WebIDG)
WebIDG is looking for a West Coast inside sales account executive to join the WebIDG online sales team. Responsibilities include full range of insides sales duties for a select list of national accounts. Position requires tele-sales and account service, prospecting new opportunities, client research and proposal development. Candidates should have a minimum of 1 year inside sales experience. The ideal candidate will have strong presentation, negotiation, and phone sales skills along with strong sales administration, organizational and writing skills. Online ad sales experience necessary; familiarity with the high tech and global markets highly desired.
Location: San Francisco, CA
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

Account Executives (2 openings) (WebIDG)
WebIDG is looking for inside sales Account Executives to join the WebIDG online sales team. Responsibilities include full range of insides sales duties for a select list of national accounts. Position requires tele-sales and account service, prospecting new opportunities, client research and proposal development. Candidates should have a minimum of 1 year inside sales experience. The ideal candidates will have strong presentation, negotiation, and phone sales skills along with strong sales administration, organizational and writing skills. Online ad sales experience necessary; familiarity with the high tech and global markets highly desired. *Location: Southborough, MA*
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

National Account Director (WebIDG)
WebIDG is looking for a National Account Director to join the WebIDG online sales team. Responsibilities include full range of outside sales and account management duties for a select list of national accounts. Position requires: servicing and expanding existing business, development of special opportunities, coordinating group sales efforts with IDG sales representatives across multiple business units. Candidates should have a minimum of 3-5 years outside sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational, and writing skills. Candidates should be able to work well both independently and as a member of the sales team. Online ad sales experience necessary; familiarity with the high tech and global markets highly desired. *Location: San Francisco, CA*
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

Sales Manager Special Products (WebIDG)
WebIDG is looking for a special products sales manager to join the WebIDG online sales team. This manager will handle day-to-day sales and limited sales management responsibilities for a series of new online products to be introduced this fall. Position requires both inside and outside selling, prospecting for new opportunities, and coordinating group sales efforts with IDG sales representatives across multiple business units. Candidates should have a minimum of 3 years outside sales experience. The ideal candidate will have strong presentation, negotiation, and phone sales skills along with strong sales administration, organizational, and writing skills. Online ad sales experience necessary; familiarity with the high tech and global markets highly desired.
Location: San Francisco, CA
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

BU	Category	Title	Location	Contact	Phone#	Fax#
CIO	Ad Sales	Advertising Sales Associate	Philadelphia, PA	T. Gump	P: N/A	F: 508-935-4600
CIO	Admin	Administrative Assistant	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	Features Writer	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Exec Progs	Data Entry Coordinator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Exec Progs	Executive Assistant	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Exec Progs	Membership Development Manager - Part-time	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Exec Progs	Program Marketing Specialist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Intern	Web Intern	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	On-line	Web Writer	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	PR	Senior Media Relations Executive	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Systems	System Administrator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
Comp Curr	Edit	Senior Editor	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Art/Design	Senior Art Director	San Mateo, CA	C. McGarry	P: 650-524-7011	F: 650-524-7004
CW	Edit	Assistant Managing Editor/Production	Framingham, MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Feature Writer	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Senior Reporter	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	On-line	On-line Reporter	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Associate	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Program Manger for Growth Markets	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Western Regional Director of Custom Publishing	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
FCW	Ad Sales	District Sales Manager	Boston, MA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Ad Sales	District Sales Manager	Midwest	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Ad Sales	Regional Sales Managers	West & East Coasts	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Associate Editor	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Office Services Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Admin	Office Services Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Admin	Office Services Associate	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Admin	Software Product Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Exec	Vice President/Chief Technology Analyst, End User Business	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Finance	Billing Accountant	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Finance	Business Analyst	Framingham, MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Associate Analyst, IRS/CIA	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Research Analyst, PC Pricing	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Associate Research Analyst, Storage	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Consulting Manager, Latin America IT Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Director, Online Financial Services Advisor	Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Inquiry Analyst, Softwaret	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Program Director, Internet & eCommerce Strategies	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Program Director, Latin America IT Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Program Manager, Software Support & Integration	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Research Analyst, Cross Industry Application	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Services & Support Database Program	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst, Worldwide PC Market Tracker	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Research Analyst/Account Manager, IT Advisor Program	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Enterprise Network Distribution Channels	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Small Business/Home Office	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager/Director, Enterprise Application Integration	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager/Director, Server Operating Environments	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager/Sr. Research Analyst, Semiconductors	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Senior Analyst/Research Manager, Consumer eCommerce	Mountain View, CA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Analyst/Research Manager, Online Financial Services	Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Data Communications	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Internet & eCommerce Strategies	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Latin America Software	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Systems	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Sales	Client Service Representative, Internet/eBusiness Accounts	Mountain View, CA or Framingham, MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Client Service Representative, Major Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Internet/eBusiness Accounts	Mountain View, CA or Framingham, MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Inside Sales Representative, IT Advisor	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Major Accounts	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Director, Internet Accounts	Mt. View, CA or Framingham, MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Manager, Japanese Major Accounts	Mountain View, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Manager, Major Account	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Operations Coordinator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Consulting Sales Major Accounts	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, Hardware Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Hardware Accounts	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, Industrial/Financial Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Internet/eBusiness Accounts	Mountain View, CA or Framingham, MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, IT Advisor	Framingham, MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Sales	Senior Account Executive, Telecom Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Application Development Specialist	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Director, Interactive Products Architecture	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Intranet Development Engineer	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Manager, Desktop Services	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Senior Systems Administrator, Security	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Web Development Engineer	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Tech	Manager, Client Services	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC East Central Europe	Sales	Business Development Manager, IDC East Central Europe	Prague, Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Asia/Pacific	Rsch	Senior Analyst, Commercial Systems & Servers	Singapore	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Asia/Pacific	Rsch	Senior Analyst/Regional Program Manager, Telecomm	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Rsch	Research Analyst, IT Services, IDC Australia	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Senior Analyst/Program Manager, Telecommunications	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Sales	Account Manager	Sydney, Australia	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications Research	Beijing, PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Benelux	Rsch	Associate Analyst, Network Support & Integration Services	Amsterdam, Netherlands	M. Canning	P: +31-20-6692-721	F: +31-20-617-5566
IDC Benelux	Rsch	Research Analyst, IT Outsourcing Markets, IDC Benelux	Amsterdam, Netherlands	M. Lukacs	P: +31-20-4089-508	F: +31-20-617-55-66
IDC Canada	Rsch	Consulting Director, IDC Canada	Toronto, Canada	K. Ellis	P: +416-369-0033 x224	F: + 416-369-0419
IDC Canada	Rsch	Senior Research Analyst, Software Research, IDC Canada	Toronto, Canada	D. Marshall	P: +416-369-0033	F: +416-369-0419
IDC Central Europe/Switzerland	Sales	Business Development Manager	Zurich, Switzerland	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Rsch	Senior Research Analyst, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Sales	Sales Manager, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, European Vertical Markets	Milano, Italy	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Sales	Business Development Manager	TBD	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Nordic	Rsch	Research Director, European Internet Market	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDC Nordic	Systems	Web Master, IDC Nordic	Copenhagen, Denmark	P. Anderson	P: +45-39-16-22-30	F: +45-39-18-44-48
IDC Singapore	Sales	Account Manager	Singapore	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDG	Accounting	Financial Systems Administrator	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Finance	Associate Credit Analyst	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	HR	Benefits Analyst	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	HR	Compensation Analyst	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	HR	Training & Development Specialist	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Systems	Applications Support Specialist	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Systems	Client Support Coordinator	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600

IDG	Systems	Desktop Support Specialist	Framingham, MA	J. Resendes	P: N/A	F: 508-935-4600
IDG Central Services	Admin	Mail Services Coordinator	San Francisco, CA	S. Lynn	P: 415-978-3337	F: 415-974-7404
IDG Central Services	Admin	Receptionist	San Francisco, CA	S. Lynn	P: 415-978-3337	F: 415-974-7404
IDG Central Services	Facil	Facilities Junior Planner	San Francisco, CA	T. Simms	P: 415-974-7327	F: 415-267-1777
IDG Central Services	Facil	Facilities Planner	San Francisco, CA	T. Simms	P: 415-974-7327	F: 415-267-1777
IDG Central Services	Finance	Advertising Account Services Administrator	San Francisco, CA	K. Greene	P: 415-974-7407	F: 415-267-1747
IDG Communications	Ad Sales	VP, Business Development (3)	CA/NJ/MA/TX	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG Communications	Finance	National Accounts Analyst (2 openings)	San Francisco, CA	A. Hub	P: 415-676-3032	F: 415-705-6421
IDG Communications	Graphics	Presentation Specialist	San Francisco, CA	A. Hub	P: 415-676-3032	F: 415-705-6421
IDG Communications	Sales	Sales Associate	San Francisco, CA	A. Hub	P: 415-676-3032	F: 415-705-6421
IDG Games Media Group	Edit	Associate Editor	San Francisco, CA	K. Skaggs	P: N/A	F: 650-349-8347
IDG Games Media Group	Edit	Senior Editor	San Francisco, CA	K. Skaggs	P: N/A	F: 650-349-8347
IDG Games Media Group	Finance	Accounting Manager	San Francisco, CA	B. Sours	P: 650-286-2545	F: 650-349-5279
IDG Games Media Group	Sales	Sales Associate	New York, NY	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG Games Media Group	Sales	South West Regional Sales Manager	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG Global Comm	Systems	Applications Developer	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG Global Comm	Systems	Web Developer	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG List	Sales	Account Executive	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
IDG News Service	Edit	Paris Correspondent, IDG News Service	Paris, France	E. Heichler	P: 617-423-0404	F: 617-423-0240
IDG/B	Admin	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Admin	Administrative Assistant, Legal	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Edit	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Copy Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Custom Development Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Development Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Training/QA Development Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Finance	Accounts Payable Representative	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Legal	Publishing Counsel	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Trademark Coordinator	Foster City, CA	C. Yam	P: 650- 655-5013	F: 650- 655-3206
IDG/B	Mktg	Administrative Assistant, Marketing	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Mktg	Advertising Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Advertising Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Consumer	Foster, City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Consumer	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Marketing Production Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Marketing Promotions Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-Line	Web Developer	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	On-Line	Web Support Specialist	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Operations	Database Coordinator, Inventory Control	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Receptionist	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	PR	Public Relations Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Advertising Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Associate Page Layout Tech	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Associate Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	Associate Quality Control Technicians	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Corporate Events Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Evening Supervisor	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Prod	Graphics Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Online Supervisor	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Page Layout Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Page Layout Technician	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Production Coordinator (interior)	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Prod	Production Supervisor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Supervisor, Interiors	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Prod	Sr. Production Coordinator	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Sales	Corporate Account Manager	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Part-time Merchandisers (2 openings)	Various	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Subsidiary Rights Royalty Assistant	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Systems	Mac Systems Support	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IFW	Ad	Ad Coordinator	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Edit	Copy Chief	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Copy Chief	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Copy Editor (2 Positions)	San Mateo, CA	HR Dept.	P: N/A	F: 650-312-0668
IFW	Edit	Editorial Assistant	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Reporter	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Section Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	West Coast Features Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	HR	Human Resources Manager	San Mateo, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IFW	IS/Prod.	Associate Publishing Systems Specialist	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Mktg	Director of Marketing	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	R&T	Associate Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	R&T	Editorial Assistant, Test Center	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	R&T	Technology Analyst (2 openings)	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Account Executive, IFW.com	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Account Executive, IFW.com	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Regional Sales Manager	Southeast. Preferably Atlanta or Washington D.C. area.	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Sales Associate	Irvine, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Sales Associate, Display Sales	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IGS	Sales	Director of International Accounts - Growth Accounts	East Coast	G. Pohlman	P: 415-676-3019	F: 415-331-0881
IGS	Sales	Global Accounts Director	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IGS	Sales	International Account Executive	San Francisco, CA	A. Glahome	P: 415-676-3017	F: 415-331-0881
IGS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IPS	Admin	Administrative Assistant	Boston, MA	J. Resendes	P: N/A	F: 508-935-4600
IS	Art/Design	Jr. Designer	San Francisco, CA	N. Chiala	P: 415-733-5470	F: 415-733-5403
IS	Bus Dev	Manager of Directories	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IS	Circ	Customer Service Manager	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Confer	Administrative Assistant	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Confer	Sales Associate	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Edit	Production Coordinator	San Francisco, CA	N. Chiala	P: 415-733-5470	F: 415-733-5403
IS	Exec	Executive Assistant	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Facil	Facilities Coordinator	San Francisco, CA	S. Johnson	P: 415-733-5418	F: 415-733-5401
IS	Facil	Office Administrator	New York, NY	S. Johnson	P: 415-733-5418	F: 415-733-5401
IS	HR	Director of Human Resources	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Mktg	Research Manager	San Francisco, CA	K. Zeida	P: 415-733-5449	F: 415-733-5402
IS	On-line	Web News Reporter	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	On-Line	Associate Producer, Special Reports & Syndication	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5402
IS	On-Line	Web News Reporter	New York, NY	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	On-Line	Web Production Assistant	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5402
IS	Prod	Director of Production	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Sales	Director of Advertising Sales	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IS	Tech	Director of Technology	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
Mac Pub	Edit	Editorial Assistant	San Francisco, CA	S. Courteau	P: 415-243-3567	F: 415-442-0766
Mac Pub	Mktg	Marketing/Event Coordinator	San Francisco, CA	F. Koe	P: 415-243-3677	F: 415-243-3592

Mac Pub	On-Line	Product Manager	San Francisco, CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	On-Line	Web Production Assistant	San Francisco, CA	J. Cheney	P: 415-243-3541	F: N/A
Mac Pub	Prod	Digital Ad Coordinator	San Francisco, CA	C. Neustadt	P: 415-243-3516	F: N/A
NW	Admin	Sales Assistant	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Confer	Event Production Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Editorial	Reviews Editor	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Mktg	Marketing/Graphics Specialist	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	PR	Public Relations Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	Sales	Account Manger, Seminars and Events	Santa Clara, CA	E. Hart	P: 508-820-7561	F: 508-820-3340
PCW	Admin	Administrative Assistant	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Art/Design	WebDesigner/ Graphic Specialist	San Francisco, CA	R. Kanes	P: 415-978-3333	F: 415-442-1891
PCW	Circ	Fulfillment Coordinator	San Francisco, CA	L. Radler	P: 415-975-2643	F: 415-882-0936
PCW	Circ	Manager, Single Copy Sales	San Francisco, CA	C. Stephenson	P: 415-978-3166	F: 415-442-1891
PCW	Edit	Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Editor in Chief, PC World magazine	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Senior Associate Editor	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Edit	Senior Editor, Reviews	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Staff Editor	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Staff Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	IS	Information Systems Specialist (2)	San Francisco, CA	N. Noble	P: 415-978-3361	F: 415-442-1891
PCW	Prod	Production Coordinator	San Francisco, CA	N. Maudsley	P: 415-978-3310	F: 415-974-7402
PCW	Testing	Performance Analyst	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-546-1673
PCW	Testing	Test Center Coordinator	San Francisco, CA	U. Diehlman	P: 415-974-7429	F: 415-442-1891
Publish	Sales	Ad Traffic Coordinator	San Francisco, CA	W. Walton	P: 415-978-3309	F: 415-243-4558
Publish	Sales	Classified Account Executive	San Francisco, CA	W. Walton	P: 415-978-3309	F: 415-243-4558
Publish	Sales	Display Advertising Account Executive	San Francisco, CA	W. Walton	P: 415-978-3309	F: 415-243-4558
The Webby Awards	Admin	Executive Assistant	San Francisco, CA	R. Anderson	P: 415-882-7773	F: 415-882-7092
The Webby Awards	Admin	Operations Manager	San Francisco, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
WebIDG	Ad Sales	Ad Director	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WebIDG	Ad Sales	On-line Account Executive	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
WebIDG	Ad Sales	Senior VP, Sales and Marketing	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Art/Design	Creative Director	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Bus Dev	Editor-In-Chief	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	Bus Dev	VP, Business Development, Global Products Group	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	Edit	Associate Editor	San Francisco, CA	P. Olafson	P: 415-978-2229	F: 415-975-2630
WebIDG	Edit	Associate Editor	San Francisco, CA	D. MacLaughlin	P: 415-978-2211	F: 415-975-2630
WebIDG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
WebIDG	Edit	Content Editor	San Francisco, CA	A. Eisner	P: 415-974-7438	F: 415-975-2664
WebIDG	Edit	Copy Editor	San Francisco, CA	A. Barosso	P: 415-978-2241	F: 415-975-2630
WebIDG	Edit	Copy Editor, GameProWorld	San Francisco, CA	A. Barosso	P: 415-978-2241	F: 415-975-2630
WebIDG	Edit	Executive Editor, Linuxworld	San Francisco, CA	M. McCarthy	P: 415--267-1727	F: 415-267-1732
WebIDG	Edit	Features Editor	San Francisco, CA	P. Olafson	P: 415-978-2229	F: 415-975-2630
WebIDG	Edit	Senior Producer, Webshopper	San Francisco, CA	A. Eisner	P: 415-974-7438	F: 415-975-2664
WebIDG	Mktg	Director of Marketing	San Francisco, CA or Southborough, MA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	on-line	On-line Operations Assistant	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
WebIDG	On-line	Assistant Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
WebIDG	On-line	Associate Editor, Here's How	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
WebIDG	On-line	Executive Editor, PC World On-line	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
WebIDG	On-line	Managing Editor	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
WebIDG	On-line	News Editor, Wire Service Content	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	On-line	News Reporter (3)	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	On-line	On-line Editorial Director	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
WebIDG	On-line	On-line Graphics Specialist	San Francisco, CA	R. Freed	P: 415-975-2677	F: 415-442-1891
WebIDG	On-line	Senior Associate Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
WebIDG	On-line	Senior News Editor	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	On-line	Shareware Editor, On-line	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
WebIDG	On-line	Test Analyst, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
WebIDG	On-Line	Application Developer	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	On-Line	Application Development Manager	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	On-Line	Data Analyst	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
WebIDG	On-Line	Director of Consumer Marketing	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
WebIDG	On-Line	Operations Supervisor	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	Prod	Advertising Production Manager	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
WebIDG	Prod	Asst. Online Producer	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
WebIDG	Prod	Lead Producer, Tipworld	San Francisco, CA	D. Fox	P: 415-267-1773	F: 415-974-7491
WebIDG	Prod	Online Producer	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
WebIDG	Sales	Account Executive	San Francisco, CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
WebIDG	Sales	Account Executives (2 openings)	Southborough, MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
WebIDG	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WebIDG	Sales	National Account Director	San Francisco, CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
WebIDG	Sales	Sales Manager Special Products	San Francisco, CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
WebIDG	Tech	Production Assistant	San Francisco, CA	V. Klum	P: 415-978-3187	F: 415-974-7491
WebIDG	Tech	Senior Web Designer	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-974-7491
WEBIDG	IS/Prod.	Designer/Producer	San Francisco, CA	A. Eisner	P: 415-974-7438	F: 415-975-2664
WEBIDG	Sales	Sales Manager Special Products	San Francisco, CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
WebIDG/East	Ad Sales	General Manager, Career Channel	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Database Developer (Oracle)	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Desktop Analyst	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Director, Business Development, Enterprise Products Group	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Quality Assurance Manager	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Senior Systems Administrator	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Web Developer	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Web Producer (2 openings)	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	Prod	General Manager, Virtual Events & Broadband Programming	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	Prod	Newsletter Producers (3 openings)	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	Rsch	General Manager, Advisory Services Channel	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	Sales	Regional Sales Manager	East Coast	T. Nemiro	P: 415-978-3203	F: 415-267-1742
WEC	Mktg	Marketing Manager	Framingham, MA	J. Resendes	P: N/A	F: 508-935-4600
WEC	Sales	Sales Manager	Framingham, MA	J. Resendes	P: N/A	F: 508-935-4600

IDG Poland at-a-glance

Location
Warsaw

Year established
1990

Number of employees
100

Publications
Computerworld Poland
Networld
PC World Komputer
Publish & Macworld

Power! Drive! Disk! IDG Poland offers DVD cover mount for *PCW Komputer*

Keeping up with the technological times, IDG Poland, the first Polish publisher to offer a CD-ROM cover mount, shipped a DVD disk with the May issue of *PC World Komputer*.

The entire issue was devoted to digital video disk technology, from the basics to more advanced subjects, such as regional coding and Dolby digital sound, to comparative test results, done in-house, to help buyers choose the best DVD player for their needs.

PCW Komputer's DVD cover mount was acquired almost entirely on a no-fee basis.

"The number of DVD drives sold in Poland is growing rapidly, and we believe our publication will not only impress whole IT world in Poland but also will provide our readers an irresistible impulse to buy this technology," said IDG Poland General Manager **Kazimierz Szot**.

Asked about the size of the installed base of DVD drives in Poland, IDG Poland Journalist **Marcin Lejman** said, "Nobody knows exactly; different sources give different estimates. One thing is sure, though: many new computers are equipped with DVD-ROM drives."

Project Manager **Olo Sawa** said the aim of the special DVD issue "was to provide our readers with valuable content, as well as with the latest technology."

Offsetting the high costs of duplicating the disk itself, the disk's content was acquired almost entirely on a no-fee basis. According to Lejman, the only expense incurred was buying the rights to *Microcosmos*, a French documentary about insect life that was honored at the 1996 Cannes Film Festival. The disk also contains movie clips, other documentaries and interviews, which were provided by major movie companies in Poland, like Warner Bros., ITI Home Video and Best Film.

"We managed to convince our partners that participating in this project would help them build an image of a modern and prosperous company," Lejman said.

According to Lejman, IDG Poland is looking to sign agreements with DVD and computer manufacturers and distributors to bundle the special DVD issue with their products. Lejman expects this, combined with sales through DVD rental channels, will add significantly to total sales of the issue. *PC World Komputer* has a circulation of 140,000.

Two related Internet sites debuted with the DVD issue – PC World Komputer DVD (www.dvd.info.pl), which provides the latest news and information on DVDs, and Cybersam (www.cybersam.pl), a DVD-product shopping site.

"We have established a new department called *PC World Komputer Extra*," Lejman said, "which is responsible for publishing special issues. In September it will be digital photography, in October MP3, in November cellular phones, followed by a home cinema issue in December with another DVD cover mount." In addition to his reporting duties, Lejman handles PR for the special issues.

IDG Poland is not alone in DVD firsts. *PC World Espana*'s DVD cover mount with its January 1999 issue made IDG Spain the first Spanish publisher to offer such a disk. (See *IDG World Update*, "Redesigned *PCW España* is first to offer DVD-ROM cover mount," March 22, 1999.) WU

Earthquake spares staff at *PC World Turkey*, IDC Turkey

Staff at Ihlas Group and at IDC Turkey are all safe in the wake of the devastating earthquake that hit northwestern Turkey earlier this month. The earthquake, which killed more than 15,000 people and injured at least 40,000, with thousands remaining missing, did not cause any damage to either company's office in Istanbul.

According to Ihlas Publishing Director **Musa Savas**, the group is hard at work on the September issue of *PC World* as well at the premier issue of *Computerworld*.

Mediha Gramos of IDC Turkey contacted IDC colleagues to assure them "our team is in good health." Since the satellite connection of their Internet service provider was damaged due to the earthquake, Gramos recommended that e-mail messages to them during the period Aug. 7-14 be re-sent.

PCW Turkey

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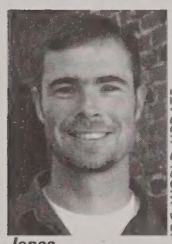
World Turkey's promising start, Ihlas is creating a new IT Group led by Publishing Director **Musa Savas**, a veteran of Turkish IT publishing, and plans to add four more titles by the end of 2000. *Computerworld* is slated to launch this month in advance of a major trade show next month, and *GamePro* is planned for later in this year. Two more IDG titles yet to be determined will be launched by Ihlas during 2000.

For more information, contact Musa Savas at msavas@pcworld.com.tr. The company is in the midst of launching a PC World Turkey Web site, which will be at www.pcworld.com.tr. WU

noteworthy people

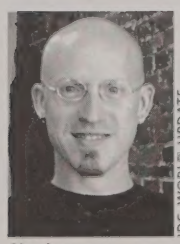
Martin

Hempel


Jones

Behnke

Winter


Nordmeyer

Promotions

Federal Computer Week's **Mary Martin**, previously Eastern sales director, has been promoted to national sales director. "I have never seen a salesperson/manager accomplish as much in a day as Mary Martin. I'm grateful to have her as my "right arm," said Associate Publisher **Tony Calamaro**. Mary started with *FCW* six years ago as district sales manager. She prospected and created a territory that grew to be No.1 in the government market and has maintained in excess of 60% market share.

Also at *FCW*, **Chris Hempel** has been promoted to Western sales manager. Since joining the company years ago, "Chris has completely turned around the Southwest territory and increased market share from the low 40% to the high 50%," noted Associate Publisher Tony Calamaro. "He works with an enthusiasm and energy that is contagious."

New employees

Previously a senior Web engineer with Upside Media, Senior Software Engineer **Aaron Jones** will lead the technical development of *The Industry Standard*'s site, www.thestandard.com. He holds a B.A. in history from the University of California/San Luis Obispo and enjoys sports and music.

Brian Behnke is *The Standard*'s new senior designer charged with online design implementations. He earned a B.F.A. in design and illustration from Columbus College of Art and Design and in his off hours likes to paint, run and travel.

Online Sales Associate **Jennifer Winter** comes to *The Standard* from Morgen-Walke Associates where she was an administrative assistant in the technology group. She has attended the University of Montana and is currently studying psychology at San Francisco State University. She likes to ski, travel and play tennis.

Computerworld Thailand has hired **Morakot Pookhibmuang** as a reporter. After leaving the monkhood four years ago, Morakot took a "keen interest" in IT, especially software. He is self-taught in Linux, Unix and knows Windows "inside out," said *CW Thailand* editor **Philip Hall**.

Transfers

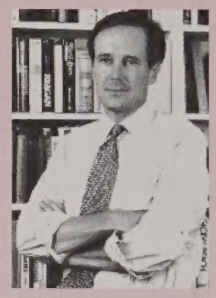
Digital Ad Coordinator **Russ Nordmeyer** comes to *The Industry Standard* from *Macworld*, where he held a similar ad trafficking position. He holds a B.A. in sociology from the University of Minnesota.

Returning employees

Lilly Domina is IDC Framingham's newest receptionist, having previously worked for IDG Corporate Travel before leaving to take another receptionist position. Away from the office she enjoys needlework and playing with her Airedale terrier.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

The Industry Standard signs James Fallows, hires numerous notables


Fallows

The Industry Standard and its online sister publication, www.thestandard.com, are sailing into the next century with a crew of new industry notables on board.

Multi-hyphenate **James Fallows** will write a fortnightly column on the Internet industry and its issues for the magazine. Fallows is a former editor of *U.S. News and World Report*, the Washington, D.C., editor for *The Atlantic Monthly*, former chief speechwriter for President Jimmy Carter, the author of *Breaking the News: How the Media Undermine American Democracy*, a noted media critic and Microsoft consultant.

"My plan is basically to write about the outside world and the Internet," Fallows said. "What should the outside world make of these castles being made of sand or of steel girders every day? How should people building these castles think of themselves historically and in the eyes of their citizens? Think of me as an interested amateur observer."

Standard Editor-in-Chief **Jonathan Weber** said he thinks of the San Francisco-based magazine as *The Rolling Stone* of the Internet business economy and Fallows as a columnist who will help attract a broader readership.

"We are focused on the phenomenon of Internet business," Weber said. "But it is such a big and influential phenomenon with so many different dimensions that there's an enormous amount of interest from people who are not in the business. [Fallows has] long had a personal interest in technology and its impact on society, and he will bring a new style of journalistic inquiry to coverage of the Internet Economy."

Weber also announced a series of other new hires, among them:

- **Amy Bernstein**, executive news editor. Bernstein comes from *Brill's Content*, where she was editorial director. Prior to that, she spent 10 years in a variety of posts at *U.S. News and World Report*, most recently as assistant managing editor. She also spent four years at CBS News.
- **Thomas Goetz**, New York news editor. Goetz was a staff reporter at *The Wall Street Journal* covering the travel industry. He also wrote about business and media for *The Village Voice* for four years.
- **Miguel Helft**, senior writer. A former engineer at Sun Microsystems, Helft covered Microsoft for *The San Jose Mercury News* and was responsible for the paper's "Business Today" afternoon online newsletter.
- **Kenneth Li**, New York correspondent. Li covered breaking news, technology and business from a consumer angle for *The New York Daily News* and contributed to its Sunday "TechZone" column.
- **Polly Sprenger**, London correspondent. Previously a reporter for *Wired News*, Sprenger will cover Internet economy news affecting the U.K. and Europe.
- **Vince Bielski** moves from his role as associate editor at *PC World* to become senior editor/special projects and features at *The Standard*, responsible for magazine's growing line of e-mail newsletters.

"The Internet is transforming almost every aspect of the business world, giving birth to thousands of new companies and business models, and forcing existing firms to adapt or die," Weber said. "The journalists we are assembling will enable us to cover this phenomenon in all of its economic, political and social dimensions."

Weber also said the editorial staff, which last month had 27 members, would grow to 45 by the end of September.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Eileen O'Brien *IDC*

23
Ingrid Schmid *IDG Germany*

20
Ann-Charlotte Berg *IDG Sweden*

15
Siegfried Reich *IDG Germany*
Judy Sutter *PC World*

14
Hans Peter Nitzsche *IDG Germany*
Frank Cutitta *IDG Global Solutions*

13
Jens Jørgen Krag Hansen *IDG Denmark*
Scott Lum-Duenas *WebIDG*

12
Madeleine Buckingham *WebIDG*
Luis Camus *PC World*
Kevin Greene *PC World*

11
Lars Østermann *IDG Denmark*
Hermann Gfaller *IDG Germany*
Ágnes Radnóti *IDG Hungary*
Tammy O'Sullivan *PC World*
Marlene Tobias *PC World*

10
Brad Christensen *IDC*
Irmgard Meyer *IDG Germany*
Viola Farkas *IDG Hungary*
Éva Szegvári *IDG Hungary*
Tracey Capen *PC World*

9
Niklas Mattson *IDG Sweden*
Anna Tse *IDG Hong Kong*
Richard Willoughby *PC World*
Wayne Silverman *PC World*

8
Maria Grazia Tripodi *IDG Italy*
Maria Ribeiro da Costa *IDG Brazil*
Zsuzsanna Balogh *IDG Hungary*
Marlene Lewis *CIO*
Phil Lemmons *WebIDG*
Ann Roskey *WebIDG*

7
Hermann Apfelböck *IDG Germany*
Alexander Markus Deindl *IDG Germany*
Uew Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*
Michael Schweizer *IDG Germany*
Juan Ramón Melara *IDG Spain*
Waclaw Nieuwazny *IDG Poland*
Silvana Brambilla *IDG Italy*
Mariza Zampini *IDG Brazil*
Erzsébet Gazdag *IDG Hungary*
Diane Steele *IDG Books*
Laurianne Heine *PC World*
Shane Rau *PC World*
Nancy Dixon *IDG Global Solutions*

6
Doug Mashkuri *FCW Gov't Technology Group*
Janine Copsey *PC World*
Joyce Clarke *PC World*
Cheryl Stephenson *PC World*

5
Toshiyuki Takashima *IDG Japan*
Bettina Heinrich *IDG Germany*
Claudia Regina Damas *IDG Brazil*
Szilvia Szendrey *IDG Hungary*
Roy Kops *PC World*
Jeff Kuta *PC World*
Kristine Equihua *WebIDG*
Jim Welp *WebIDG*

4
Yoko Kakimoto *IDC Japan*
Gabriele Hurle *IDG Germany*
Amancio Delgado *IDG Spain*
Paul Carlin *IDG*
Michael McPhee *CIO*
Raymond Ng *IDG Hong Kong*
Nancy Jacobs *PC World*
Ulla McGee *WebIDG*
Denise Garcia *WebIDG*

3
D.H. Oh *IDC Korea*
Kumi Shingyouchi *IDC Japan*
Lizzi McMurray *PC Advisor*
Michael Stenhøj *IDG Denmark*
Yumiko Uchimura *IDG Japan*
Katrin Sussmann *IDG Germany*
Sandra Bergermayer *IDG Austria*
Naomi Pisingan *IDG Books*
Allison Fennings *PC World*
Melissa Gruber *WebIDG*
Pamela Kerensky *WebIDG*

2
Hiroyuki Tanaka *IDC Japan*
Anne Danielsen *IDG Denmark*
Motoko Yamabe *IDG Japan*
Margit Enthaler *IDG Germany*
Rüdiger Steidle *IDG Germany*
Francesco Orsenigo *IDG Italy*
Sándor Csorián *IDG Hungary*
Judit Mallász *IDG Hungary*
Árpád Palotai *IDG Hungary*
Susan Burke *IDG Books*
Amy Dalton *PC World*
Harriet Newman *PC World*
Karen Silva *PC World*
Gabrielle Green *WebIDG*
Ronald Gardner *WebIDG*
Mark Green *WebIDG*
Thomas Cowan *WebIDG*
Mark Crafts *WebIDG*
Erica Driscoll *IDG Global Solutions*

1
Terrence Shan *IDC Hong Kong*
Sujay Bhattacharya *IDC Singapore*
Yoshino Uchiyama *IDC Japan*
Faye Pantazopoulos *Computerworld*
Lisa Williams *FCW Gov't Technology Group*
Helen den Held *IDC Benelux*
Bernard Schipper *IDC Benelux*
Ida Charlotte Andersen *IDG Denmark*
Karin Strey *IDG Germany*
Christoph Hammerschmidt *IDG Germany*
Andreas Jung *IDG Germany*
Cord Möller *IDG Germany*
Kathryn Jackson *IDG Germany*
Claudia Bartelt *IDG Germany*
Sandra Busch *IDG Germany*
Bianca Aumeyer *IDG Germany*
Zoltán Meixner *IDG Hungary*
Wanshun Tam *The Industry Standard*
Kate Coldwell *PC World*
Heather Morra *PC World*
Tracy Brien *WebIDG*
Michelle Campanale-Surkan *PC World*
Peter Olafson *WebIDG*
Anna Wilson *WebIDG*

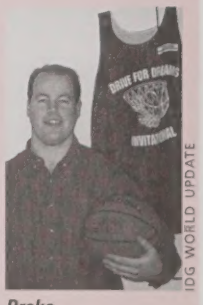
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDCer meets basketball camp fundraising goal; Project Peru is next

Thanks in part to the generosity of IDC and his collegues, IDC Senior Research Analyst **Stephen Drake** and his "Drive for Dreams" organization raised enough money to send 10 underprivileged boys and girls – eight more than last year – to basketball camp in Nashua, N.H. (see *World Update*'s *U.S. Update*, March 29 or go to www.drivefordreams.org).

Drake's latest community service effort entails starting another non-profit organization with his wife, who is from Peru. Project Peru supports and empowers children in Peru through educational, environmental and athletic pursuits. The first project focuses on purchasing and developing a community park outside Lima. A tennis tournament fundraiser is set for Sept. 18 in Wayland, Mass.

For details, contact Drake at sdrake@idc.com or go to www.projectperu.org.



Drake

celebrating 10!

Name
Eric Cormier

Home
Nashua, N.H.

Joined IDG
May 30, 1989 as a mail clerk.

Current title
Senior Human Resources Assistant at IDG in Framingham, Mass.

Best part of your job
Being able to work with a number of different people throughout the company.

What's kept you at IDG for 10 years?
It is a really great place to work.

If you could change one thing about IDG, what would it be?
I would move it closer to home.

Family
My wife, Kimberly, and our 10-month-old son Carter.

What accomplishment are you most proud of?
My son Carter. He continues to amaze me every day.

Five people living or dead you'd invite to a dinner party?
Baseball legend Ted Williams, Dilbert cartoonist Scott Adams, ex-Beatle John Lennon, and, because they asked, IDG Benefits Manager Cheryl Talamini and IDG Benefits Administrator Robin Robison.

As a kid, what did you want to be when you grew up?
I wanted to play outfield for the Boston Red Sox.

Your idea of a perfect day alone?
What's that?

*IDG Chairman **Pat McGovern** invited **Eric Cormier** to dinner at the Ritz-Carlton in Boston in honor of Eric's 10th anniversary with the company.*

If you could do one thing over
It would probably be this questionnaire.

Manager's profile
"Eric joined the Human Resources Services Division more than two years ago from the Corporate Services Group and has made a significant contribution to the team since day one. He jumped in with both feet (he later told me he had his fingers crossed!) and has proven himself to be a quick study. Eric has a strong customer service background and is always willing to do whatever it takes. He is smart, highly creative and has a wonderful sense of humor. Given the hectic pace of working with such a wide variety of business units, we often joke about "HRSD years" in the department. At this point, I think Eric is about 75 years old already!"

- Patty Reilly, vice president, HRSD

Less than two weeks left! Send in those calendar photos

Whose photos will grace the pages of the 16th annual IDG Employee Photo Calandar Contest? One of them could be yours! The contest is open to all IDG employees worldwide. Twelve masterpieces will be selected for the calendar, which is distributed to all business units worldwide at the beginning of the new year. Here are the rules:

- You may submit up to two color or black-and-white prints or 35-mm slides on any subject. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s).

Note: Please do not write directly on the back of photos!

- Entries must be received by **Monday, Sept. 13**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

Prizes will be awarded as follows:
First place: $250
Second place: $150
Third place: $100

Questions? Please contact **Patricia Smith** (patricia_smith@idg.com) or **Penny Winn** (penny_winn@idg.com).

Please note: Due to the ever-growing number of entries received, photos will not be returned. Please make copies!

Entries due Sept. 16 for The Webby Awards

IDG business units worldwide are encouraged to spread the word to clients, partners, associates and employees that entries are now being accepted for The Webby Awards. The Webby Awards honor the best U.S. and international Web sites and span 22 categories, from Commerce to Music to Humor and News. The award program is in its fourth year as an IDG brand.

For more information, go to www.webbyawards.com or contact **Tiffany Shlain**, director/founder of The Webby Awards, at tiffany@webbyawards.com.

Entries are due Sept. 16.

IDG **WorldUpdate**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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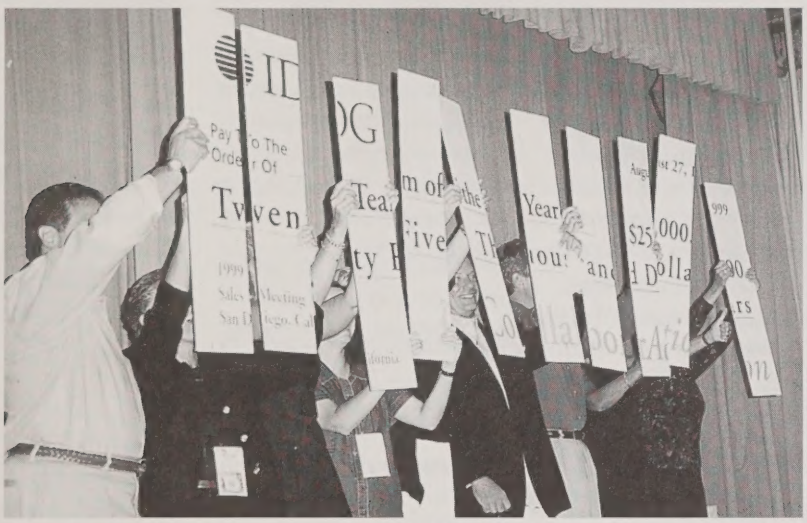
U.S. sales meeting stresses success through 'collaboraction'

"Everyone lives by selling something."
– Robert Louis Stevenson

Joe Levy is mad.

"I want us to sell, *sell*, SELL!" said the president and CEO of IDG Communications, Inc. "I want to make **Pat McGovern** buy the world's supply of 'Good News' notes because of all the good results. I want to make our customers plant trees for us and for those trees to die with a smile on their branches!"



IDG WORLD UPDATE

Check it out! *Sales reps from Computerworld, InfoWorld, CIO and Network World show off their reward for their recent collaborative effort on the Citrix account.* *More on page 5.*

He was joking, of course, but he got last month's second annual U.S. IDG Sales Meeting — what McGov-ern called "Version 2.0" — in Coronado, Calif., off to a rousing start. The theme of this year's session was "Collaboraction."

"This meeting has three goals," said IDG President and CEO **Kelly Conlin**. "To prepare with your business unit for the fall selling season; to communicate the strategy and environment for IDG as a whole; and to set clear rules of engagement for collaborative account coverage, meaning working together to solve our customers' problems."

More than 220 salespeople from *CIO*, *Computerworld*, *Federal Computer Week*, *InfoWorld*, *Network World*, *PC World*, *The Industry Standard*, WebIDG, IDG Global Solutions (IGS) and IDG Communications were on hand to hear from Conlin, Levy, IDG Communications Executive Vice President of Sales and Marketing **Joan Kelly**, WebIDG CEO **Thomas**

continued on page 4

The four steps of selling

- Finding qualified prospects (marketing).
- Converting the prospect to a sale (selling).
- Turning the sale into an ongoing customer by exceeding their expectations (service).
- Converting the customer to an apostle who sells you to others (creating a relationship).

– Dr. Tony Alessandra, motivational speaker, who presented at the IDG U.S. sales meeting last month.

IDG increases reach to most influential buyers

Demonstrating the highly respected editorial content of its publications, IDG received top rankings in the sixth annual IntelliQuest Computer Industry Media Survey (CIMS) Business Influencer Study. The readership of IDG's publications grew by an average of more than 20 percent in this study, while the growth rate for CMP's publications was 8 percent and Ziff-Davis' growth rate was 7 percent. Further, the IDG publications deliver more high-value IT buyers — those involved in spending more than $500,000 on IT products and services annually — than any other IT publisher.

"IDG is fortunate to have the financial strength to continue to invest in circulation development and editorial quality, and this study confirms that such investment has a high return for advertisers as well as readers," said **Joe Levy**, president and CEO of IDG Communications. "Because IDG receives more editorial awards than any other computer publishing company, it isn't surprising that influential buyers rely on the trusted information from IDG publications more than any other computer publications. Our focus has always been to deliver the most qualified reach to purchasing decision-makers, a strategy that allows technology marketers to achieve the highest return on their marketing investment."

The IntelliQuest CIMS Study, which was released last week, assesses media usage among 28.5 million individuals who have purchase decision-making power over IT products and services for businesses throughout the U.S.

For more information, contact IDG Corporate Communications Manager **Sarah Hansen**, 617-534-1255, sarah_hansen@idg.com. WU

in brief newsworthy

Profitable *CW IT Top 100* supplement is first in Bulgarian market

Computerworld Bulgaria's "*Computerworld IT Top 100*" magazine, the first of its kind in the Bulgarian market, has proven to be the most profitable supplement the publication has ever produced.

The 32-page supplement contained the results of a survey conducted among IT firms in Bulgaria in which the 100 leading companies were ranked according to 1998 revenues, growth compared to 1997 and productivity of labor based on the number of employees. *CW Bulgaria*'s editorial team crafted the questionnaire published it in several consecutive issues, and e-mailed and faxed it to all IT companies in IDG Bulgaria's database.

In addition to the ranking and financial data, the supplement includes statistical information, analyses and conclusions by the *CW Bulgaria* editorial team, as well as opinions and comments from the general managers of the leading companies.

The top 10 companies in terms of revenue are Bulgarian by ownership, with the monopolist Bulgarian Telecom ranked No. 1. Companies ranked No. 4 through No. 10 are all hardware vendors that distribute the products of large, non-Bulgarian companies. The local offices of IBM and CHS Electronics — Europe's largest distributor of microelectronics products — declined to participate, and HP, Siemens and Asbis were among the companies that had recently been restructured and could not provide data for 1998.

"The *Computerworld IT Top 100* is extremely professional, well-written and useful for our market," said Sasha Bezuhanova, president of HP-Bulgaria. "It should have appeared earlier!"

In addition to its inclusion in the July 31 issue of *CW Bulgaria* (circ. 7,000, with 4,200 subscribers), the *Top 100* was inserted into the weekly finance publication *Capital* for 3,500 targeted readers.

The supplement was planned as a 16-page product, but when ads sold quickly and the number of ad pages reached 16, the issues was expanded. The affiliation with *Capital* proved to be a real draw for advertisers, and ad prices that were higher than in a regular issue of *CW Bulgaria* didn't deter them.

The *CW Bulgaria* staff definitely plans to make the Top 100 supplement an annual project.

For more information contact News and Business Editor **Konstantina Nedelcheva** at ina_nedelcheva@idg.bg. WU

Intelliquest study finds *PC World* reaches more purchase influencers than any measured magazine

PC World reaches an average issue audience of more than 5.1 million computer product purchase influencers, more than any measured computer or business magazine, according to the just-released 1999 IntelliQuest CIMS v6.0 Business and Home Studies. While the combined universe of influencers increased by 19.5%, *PC World* outpaced the market's overall growth at 21% — expanding nearly twice as fast as its closest competitor, *PC Magazine*.

"This IntelliQuest data reinforces *PC World*'s leadership position as the premier source of computer product information for home and business," said **Jeff Edman**, publisher of *PC World*. "Consistent with MRI Wave 40 data, which reports that *PC World* delivers the largest average issue audience among computer and business titles, CIMS v6.0 now shows *PC World* does the best job reaching today's powerful influencers who buy computer products for their companies and themselves."

In the Business Study, *PC World*'s average issue audience growth of 10.4% surpassed the market's 8.6% gain, underscoring the preference for *PCW* among business influencers. Its 18.1% growth in reach to managers exceeded the market's growth of 14%, adding nearly a quarter of a million managers. *PCW* also grew twice as fast as *PC Magazine* in reach to business influencers who plan to buy PCs.

Coming up

ICe Singapore
Sept. 21-22
Singapore Expo
Contact: Rosalynn Chua
rosalynn@idgexpo.com.sg

IDG Worldwide Managers Meeting
Sept. 22-26
Gran Hotel Bahia Del Duque
Tenerife, Canary Islands
Contact: Marion Kibbee
marion_kibbee@idg.com

IDC's PC Market Outlook
Sept. 22
Hotel Sofitel
Redwood City, Calif.
Contact: Patrick Gorman
Pgorman@idc.com
www.idc.com/events/pcmo99

IDC's Systems Market Outlook
Sept. 23
Hotel Sofitel
Redwood City, Calif.
Contact: Tammy Whidden
800-343-4952, x4660
twhidden@idc.com
www.idc.com/events/smo99

The Greater China IT Forum
Sept. 27-28
Hong Kong Convention Center
Hong Kong
www.idc.com.sg/gcit99/

Net Returns 2000
Sept. 29-Oct. 2
Aspen, Colo.
www.thestandard.com/netreturns

Channel Focus Pacific Rim
A Baptie & Co. event
Oct. 18-19
Seattle, Wash.
www.baptie.com
Contact: Volker Heistermann
IDG Global Solutions
volker_heistermann@idg.com

Correction

The URL for IDG World Expo's Windows2000 Conference and Expo Web site was listed incorrectly in the Aug. 30 issue of *IDG World Update*. The correct URL is www.windows2000expo.com.

Q and A executive

John Battelle
The president and CEO of Internet Industry Publishing is this week's guest columnist.

Internet Industry Publishing at-a-glance

Established August 1997
The Industry Standard launched in April 1998

Location San Francisco

No. of employees 105 as of August, growing to 140 in nine months

Web site
www.thestandard.com

Circulation of *The Industry Standard*: 125,000 subscription, 5,000 newsstand and 400,000 readers online

Business unit's latest accomplishments 1) Launching two successful executive conferences, The Internet Summit and Net Returns 2000. 2) Increasing revenues more than 1,977% in one year.

John Battelle's e-mail address is johnb@thestandard.com.

Q What is *Internet Industry Publishing*'s market niche?

A Internet Industry Publishing is an information services company serving a new market: executives responsible for Internet strategy in their organizations. We have three significant segments in our market: the Internet industry insiders (those who run ".com" companies), Internet strategists in corporate America, and those who actively trade Internet and new economy stocks. Our magazine, Web site, and conferences, as well as our new business initiatives, are entirely dedicated to one mission: applied intelligence on the Internet Economy. We view the Internet Economy as the next phase of the overall business climate. Similar to the Industrial Economy of the past two hundred or so years, the Internet Economy represents a fundamental shift in how business will be done, in particular by leveraging information technologies. This shift is ongoing and still in its early phases, and we believe that every business must have an Internet strategy, and therefore every business must have Internet strategists, our core market.

Q *The Industry Standard* seems to be doing well in a tough market. What's your secret?

A We have relentlessly focused on editorial quality, on reporting the Internet Economy story as a business phenomenon, and on presenting our products in a manner consistent with the needs of our audience, which demands high signal to noise, economy of format and delivery, and intelligent analysis that adds value to information. We have also been very focused on marketing, community relations and sales.

Q Your sales staff went after a mix of consumer and IT advertising from the start. What's your advertising mix now?

A Our print advertising mix has never really included traditional IT product ads, rather, it's been the branding campaigns from traditional IT vendors that run in business books such as *Fortune* and *BusinessWeek*. Other critical advertising segments include professional services (Anderson, Ernst & Young, Morgan Stanley, Fenwisk & West, etc.), consumer (Absolut, Gap, various travel-related companies such as American Airlines, etc.), business-to-business (our "indigenous" category, which is also one of our largest), and .com companies, which like to roll out campaigns with us to help increase buzz. Our online advertisers follow similar categories.

Q What else is in your company's portfolio besides *The Industry Standard*?

A We have many exciting business development plans, ranging from a new recruitment service, to a directory market-making service, to numerous e-commerce and research offerings. The directory service, which is already up and running, lets customers research thousands of business-to-business services companies and helps them match their needs with the ideal providers. Perhaps our most significant new line of business to date is our conference group, which has already racked up huge revenue streams in its first six months. Of course, our Web site, www.thestandard.com, is a healthy revenue stream in its own right, as well as the connective tissue for our entire business, no matter what line.

Q What would you say is particularly interesting about *The Industry Standard*'s Web site?

A Now that's a good segue! Our site really is our business. Every single thing we do is connected to it and depends on it. Almost all of our paid subs are done over our site: more than 5,000 per month on average (gross) in the past few months. Half of our conference revenue runs through the site. And we are launching all our major new business initiatives through the site, from reselling research to recruitment to directories. It's been growing at an average of more than 15 percent a month and hosts 10 newsletters. Those newsletters are a huge hit — we deliver more than four million individual newsletters a month, and revenues in our newsletter business are growing at an astounding rate.

Q What's the origin of "Media Grok?"

A I have been using the word "grok" for a long time, to mean "to gather and process all available information, then formulate an opinion." I used it at *Wired* after reading Robert Heinlein's *Stranger in a Strange Land* and Tom Wolfe's *Electric Kool-Aid Acid Test*, both of which used the term in roughly the same manner.

Media Grok, our most popular daily newsletter with more than 125,000 subscribers, "groks" all the major media outlets' coverage of major Internet Economy stories and gives its opinion on the three or four most important. It's a classic example of our brand identity in action: it's high integrity editorial, it's high signal to noise, it saves our readers time, and it's a quite an intelligent analysis of what's going on each day. We also have *Stock Grok* and *Shop Grok* and have plans for several others.

What did you get out of this meeting?

Weiss

"I'm gaining a better understanding of IDG's future vision. I have a clearer picture of where IDG is positioning itself for the future. It's nice to see IDG investing the time and energy in creating a strong base of knowledgeable, cooperative and top-notch sales professionals." – **Karen Weiss**, senior district manager, *Network World*

Sutter

"I'm in a remote office [Atlanta] so I don't have a lot of contact with IDG. This meeting does a lot of things. It updates me on the products and resources of IDG. This is important for two reasons. It makes me a better resource and advocate for IDG, for my territory and clients. And it's very motivating to bond with the rest of IDG and get a lot of different ideas in an informal setting." – **Judy Sutter**, senior account manager, *PC World*

Masters

"The most important thing we can do during the course of the year is to foster collaboration between various publications. This is a good start, but there's always more we can do." – **Mike Masters**, senior vice president, sales, *CIO*

Sales meeting

continued from page 1

Gewecke, IGS Managing Director **Frank Cutitta**, IDG Research Services Group Director/Competitive Analysis **Alison Stamm** and IDG Global Communications President **Jeff DeBalko**, as well as outside speakers.

Conlin said it is becoming less and less relevant to compare IDG to CMP and Ziff-Davis because, with Miller Freeman's decision to divest CMP's international operations, and Ziff's decision to auction the company and abandon its announced plan to have 1,000 publications by 2002, IDG is the only technology media company with the ambition or ability to serve customers worldwide. "Our competition comes less from other publishing companies than it does from the intense competition for people's time."

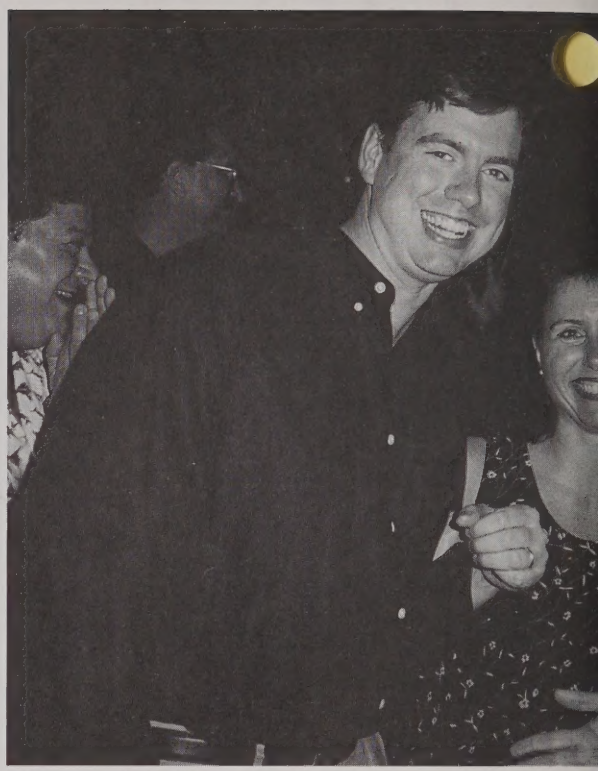
Despite the challenging year in the U.S., Conlin said IDG has continued to invest in editorial quality and circulation development, and the continued success of our editorial products will sustain any market cycles, which are inevitable and expected in a market as dynamic as information technology. "But our broader portfolio of products — publishing, online, research, books and events — balance the ebb and flow of each market. And our balanced portfolio allows IDG to offer the market *total* solutions."

According to Conlin, there are many opportunities for continued growth, including:

- **New customers** to introduce to IDG: Internet consulting firms, e-commerce marketing companies, application service providers and e-commerce systems companies.
- **New IDG products**, from events and recruitment to online. Regarding the latter, IDG has 240 sites around the world, from enterprise and developer sites to business and gaming ones, all with customers looking for different experiences.
- **New programs** fostering "collaboraction" between IDG business units that make it easier for the customer to work with IDG.

As an example of such "collaboraction," several case studies were presented of successful efforts at building solutions for IDG customers, including the teams that pitched the Nortel and Savin accounts.

An example of "collaboraction-in-progress" was offered by **Hillary Green**, vice president of business development, IDG Communications, and **Denise Garcia**, director of strategic accounts with IDG.net, who presented an integrated, organized proposal from more than a dozen IDG business units related to the launch of Microsoft's Windows2000. The proposal included 37 ideas involving seven IDG business units, and Christine Stebbins, the program development manager from Microsoft, told the group via a videotape interview that "IDG has really delivered" with this proposal and with this integrated sales approach.



"The ad was this big!" *Computerworld Careers staff members share a laugh dur*
Account Executive/Midwest ***Nick Burke****, South Atlantic Product Manager* ***Paulin***

According to Garcia, Microsoft and any of its more than 600 partners and developers may buy any part of the IDG package. "We wanted everyone at the sales meeting to know that the partners' ad teams may be calling on their IDG contacts beginning as soon as October," she said.

IDG's Internet initiative, WebIDG, was promoted at the meeting as another forum for "collaboraction." According to Gewecke, WebIDG is a network of vertical Web communities focused on IDG's core audiences and markets with the goal of helping IDG grow in key online market areas. He noted that readers spend more than 500,000 hours a month browsing IDG sites in 14 languages, tallying over 300 million ad impressions a month. "However, 75% of technology advertising on the Web does not go to technology publishers," he said, but to others' sites. "We want to build new ways to create an information architecture with a very high value. We want to help technology buyers and readers solve their problems on the Web. This is what the Web should be used for." WU

IDG

Job Opportunities – September 6, 1999

Client Services Manager (CIO)
The Client Services Manager's primary focus will be interacting with CIO's Executive Programs host and partner liaisons. Will be responsible for overall account maintenance including but not limited to: securing and coordinating account marketing and collateral, interacting with marketing and CIO magazine to make print deadlines and delivery due dates, co-writing and emailing pre-conference account updates, and assisting with display area floor plan assignments and breakout session assignment times. May also participate in account visits and sales calls. The ideal candidate must have an outstanding telephone manner and have interacted with major accounts in the past. Problem solving ability is a must. Multi tasking capabilities and the ability to work on multiple conferences/programs required. Must be able to travel to all conferences/programs for CIO. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: N/A, Email: tgjobs@idg.com

Sales Associate (CIO)
CIO is looking for a high-energy individual to provide sales support to the Framingham, MA sales office. Responsibilities will include: customer contact and follow-up on behalf of the regional sales manager, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, PowerPoint presentations, proposals, and RFP's. Ideal candidate will have a customer service orientation, strong writing skills and attention to detail, proficient with Microsoft Word, Excel, PowerPoint and Lotus Notes. 1-2 years of sales experience a plus. Strong administrative skills and the ability to work independently are essential. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Sales Associate (CW)
Computerworld is seeking a Sales Associate to provide sales support for two Account Directors covering the Eastern Seaboard territory except NYC. This individual will also provide some support to the Field Marketing Executive for the group. Responsibilities include preparing precall information, presentations and assisting the sales team in following up on sales calls to help drive business; fulfilling media requests; gathering research; working on direct mail campaign efforts for the group, and administrative responsibilities. Organizational skills are essential and attention to detail are key. The Associate is responsible for managing and keeping up-to-date the internal files and customer files, customer correspondent, answering phones, managing the Lotus Notes database and keeping customer records current, distributing faxes, mail and keeping the media room current and organized. Need someone organized, detailed, customer service oriented and someone who likes to deal with customers! Experience with MS office required. Job Code: SA-MA/KM *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: jobs@computerworld.com

Office Services Assistant (CW)
Computerworld is seeking an energetic detailed oriented person for work in our busy mailroom. Responsibilities include sorting and distributing mail, FedEx, UPS, and other inbound material, shipping and receiving, processing warehouse requests and maintaining inventory database, assistance with general maintenance and other duties as assigned. Must be organized, possess excellent communications skills, and have ability to juggle multiple tasks. Experience in mailroom, shipping/receiving environment desired. Valid MA Driver's license and ability to lift 50lbs. required. Job Code: OSA-MA/MS *Location: Framingham, MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Traffic Coordinator (PT) (CW)
The Traffic Coordinator will provide administrative support to the Traffic Department. This position is a 32 hour a week position. Duties include preparation of postal forms, maintaining and submitting records of postal and freight expenditures to CW and IDG accounting and generating weekly reports pertaining to the distribution of the publication. Other responsibilities include preparation of graphic displays of various delivery metrics. Candidates must be well organized; detail oriented and able to prioritize tasks and follow through to completion. This individual will work closely with internal departments such as Circulation and Production as well as external vendors such as freight carriers and printing plants. Excellent written and oral skills are required. Knowledge of Windows 95 and Excel. Job Code: TC-MA-MS *Location: Framingham, MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Systems Specialist/Help Desk (CW)
Candidate must have an in depth knowledge of Windows95, Windows98 with 1-2 years hands on PC end-user support. Must have experience on a network -- Novell Netware or Windows NT with a working knowledge of software packages supported by the Systems department, including Lotus Notes, Microsoft Office. This person should have excellent interpersonal and problem-solving skills, have the ability to work well as a member of a team, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. Although not required, the following would be desirable: Mac support experience, SQL Server experience, Quark/QPS publishing system support experience. Job Code: SS-MA/MS *Location: Framingham, MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Research Analyst, Storage Systems (IDC)
The Storage Systems group is looking for a Research Analyst who will be responsible for collecting, managing and analyzing data on the disk storage systems market, managing the production of the storage newsletter, writing tactical research pieces, and supporting client inquiry for the disk storage systems market. Candidates should feel comfortable in an environment which involves managing multiple competing priorities. Important attributes for this position include customer responsiveness, excellent oral and written communication skills, and solid knowledge of spreadsheets. Knowledge of the disk storage industry a plus.
Location: Framingham, MA
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager, Consumer Devices (IDC)
This position will be responsible for leading IDC's research in key consumer emerging markets. Potential industries of coverage include gaming, home networking, information appliances and interactive television. The individual will have superior analytical, communications, and leadership skills. Responsibilities will include market sizing, forecasting, market share statistics, competitive analysis, and supporting our consumer devices research. The successful candidate will have excellent verbal and written communication, be detail-oriented, and be able to work as a team member with other IDC consumer device analysts. At least 4 years of related experience is required and experience within the consumer device industry is preferred. *Location: Mt. View, CA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Research Manager, Small Business/Home Office (IDC)
The Research Manager of the Small Business/Home Office group will support the clients of the various IDC Small Business and Home Office programs that track the acquisition and use of advanced technology products and services. Responsibilities will include developing and implementing appropriate surveys, analyzing results, preparing written deliverables, and supporting client inquiries. In addition to developing program reports and bulletins, this person will work with other group staff to create five-year market forecasts across technology categories. Other responsibilities include client presentations of research as well as presentations at industry events. Excellent communications and analytical skills will be essential; familiarity with SPSS, SAS, WinCross, or other statistical packages a definite plus; 4+ years relevant experience a requirement. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Senior Research Analyst, Collaborative Computing (IDC)
This individual will conduct vendor and user market analysis to examine and understand the Collaborative Computing market. Responsibilities include: development and management of user surveys; market forecasting and written analysis; regular delivery of written research; execution of industry consulting projects; responding to inquiries from vendor, user, and investor clients and the press; speaking at industry events; and growing IDC's business in the collaborative computing market area. Additional responsibilities will also include bringing in and managing consulting projects. Excellent communication skills, data analysis skills and 2+ years industry experience are required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Client Service Representative (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. Responsibilities include supporting several sales representatives with proposal generation, proposal follow-up and other customer service functions. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Irvine, CA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Administrative Services Coordinator (IDG Central Services)
IDG Central Services, which provides operations and facilities services to several IDG business units, is looking for a highly energetic, service-oriented individual for its Administrative Services Department. Responsibilities include maintaining the department's hotline desk, running reports, forecasting usage of paper and toner, maintaining the companies supply purchases, and serving as a backup to the Receptionists. Candidates must be organized, have good communication skills, and be able to juggle multiple tasks. A high school diploma and at least two years' experience in a business environment required.
Location: San Francisco, CA
Contact: S. Lynn, Fax: 415-974-7404, Phone: 415-978-3337, Email: sheila_lynn@publish.com

North West Regional Sales Manager (IDG Games Media Group)
IDG Games Media Group, publisher of GamePro magazine, the world's largest multiplatform gaming magazine is seeking a North West Regional Sales Manager to join the sales team. Responsibilities include selling of GamePro magazine print properties, developing relationships with existing and prospective clients in the electronic entertainment and non-endemic consumer categories. Must be a talented sales professional with 3-5 years proven experience in an ad agency, sales, publishing or media environment. Qualified candidates must be highly organized, detail orientated and self starting with a strong customer service approach. Ability to manage multiple tasks simultaneously and work well under deadlines in a fast paced work environment. Must have working knowledge of basic computer software. Also, video or PC game interest or knowledge of the industry is a plus.
Location: San Francisco, CA
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

International Account Executive (IDG Global Solutions)
The International Account Executive will work with and support a Director of International Accounts at IDG GS. He/she will act as a liaison with IDG's international offices, and will be responsible for servicing advertiser needs and ad schedules, prequalifying prospects, and selling current client base advertising into special supplements. The AE will be expected to quotes rates, book advertising with international publications, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can do' client-service attitude. Candidates should have a college degree (or equivalent) and combine exceptional written and verbal communications skills with a demonstrated ability to work independently. Publishing or advertising experience desired, fluency in a second language a definite plus. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: N/A, Email: ecjobs@idg.com

Copy Editor (IS)
The Industry Standard is currently seeking a copy editor to join our editorial staff. The copyeditor will copyedit articles on a tight schedule for spelling, grammar, house style, tone, logic, formatting and consistency; enter corrections; proofread final proofs; help coordinate display copy and art elements; write headlines, deks, captions and miscellaneous display copy as needed. The ideal candidate will have at least one year of copyediting experience, preferably for a daily or weekly publication or news-oriented Web site. The individual should also be highly organized, detail-oriented and able to work well under pressure. Must be proficient with Quark. Experience with QPS is preferred. Candidates should be familiar with Internet companies and terminology, as well as with AP Style. *Location: San Francisco, CA*
Contact: C. Borris, Fax: 415-733-5403, Phone: 415-617-4133, Email: chrisb@thestandard.com

Researcher (NW)
Network World Fusion is looking for a full-time researcher to help us find online resources with which to extend daily and weekly articles and newsletters and to develop resource pages that can help our readers get up to speed and stay informed on key networking technologies and issues. The successful candidate will work closely with our news and features departments to identify online articles and other resources to link to daily and weekly articles. He or she will also be responsible for our Net Resources pages, which link readers to articles and research in key networking areas. Ability to work on daily deadlines and familiarity with online and database searching a must. Knowledge of networking technologies and HTML preferred. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Group Sales Manager (NW)
The Professional Development Group is adding a Group Sales Manager to its sales team. This position will focus on building onsite seminar business and developing solid relationships with seminar attendee prospects/customers. Qualified candidates must have prior inside/outside sales experience and a proven track record of effectively closing sales and maintaining positive customer relationships. Ideal candidate must be self-motivated, have a strong telephone presence, be a creative problem solver and be able to develop relationships at all levels of an organization. Strong organizational, communication and presentation skills required. Familiarity with high tech and/or networking industry preferred. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: N/A, Email: hotjobs@nww.com

Senior Designer, Online (PCW)
The Senior Designer, Online will plan and create timely design solutions and graphical elements for PC World's Web site with the goal of enhancing the editorial content in ways that exploit the interactivity and unique attributes of the online medium. As the senior level manager within the online art department, he/she will have day-to-day responsibility for design, artwork, budgets, schedules and managing the workflow of direct reports. Working closely with the editorial, design, product development and the print art departments, he/she will help generate ideas for best achieving the site's goals, ensure technical compatibility and design consistency, and develop new visual solutions while maintaining the graphic identity of the site. Candidates should have solid creative and project management experience as a designer with significant experience in online design. Strong interface design and/or Web site architecture experience as well as topography, layout, and HTML programming and development skills required. Candidates must demonstrate high-level design skills with all image processing and design tools, strong organizational and managerial skills, and the ability to meet deadlines and work collaboratively in a fast-paced environment. *Location: San Francisco, CA*
Contact: R. Kanes, Fax: 415-442-1891, Phone: 415-978-3333, Email: robert_kanes@pcworld.com

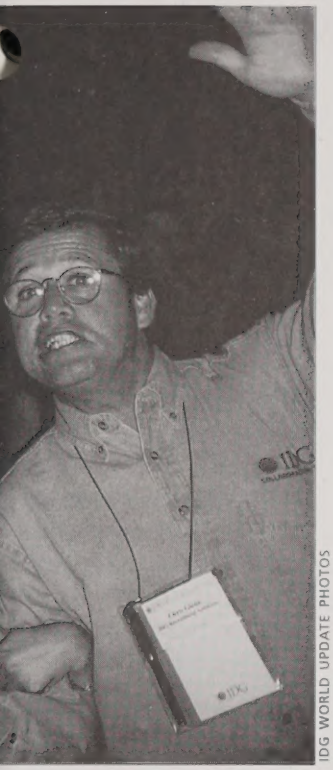
Circulation Promotion Coordinator (PCW)
The Circulation Promotion Coordinator will manage and execute specific areas of new business subscription marketing for PC World Magazine, including all related financial reporting and promotion analysis. Major areas of responsibility include monthly insert card promotions, monitoring web sites selling magazine subscriptions, developing and printing new creative gift insert cards during the holiday season, cross-promotions with IDG Books and IDG publications, preparing monthly financial reports, and providing regular statistical analysis of circulation marketing promotions. Qualified candidates should have a minimum of two years of experience in magazine circulation with a strong knowledge of magazine circulation marketing and/or direct marketing. Strong analytical and computer skills (PC Microsoft Excel and Word) are required. This candidate must be detail-oriented, have strong organizational skills and be able to multi-task. *Location: San Francisco, CA*
Contact: J. Apostol, Fax: 415-882-0936, Phone: 415-267-1798, Email: judy_apostol@pcworld.com

Office Manager, Editorial Dept. (PCW)
PC World's editorial department is looking for an experienced administrative employee to supervise the department's administrative staff and provide support to the Editorial Director. Primary responsibilities include hiring, training, and assigning tasks to the Editorial Admin. Assistants; planning and managing special projects, such as awards submissions and conferences; managing the schedule and manning the phones for the Editorial Director; updating the editorial calendar; and acting as the liaison between PCW Editorial and other departments. Candidates should have some supervisory experience, outstanding organizational skills, and experience with word processing (Word) and spreadsheet applications (Excel). Candidates must be willing to learn new applications and eager to expand their knowledge of the PC industry. *Location: San Francisco, CA*
Contact: L. Grubbs, Fax: 415-442-1891, Phone: 415-978-3275, Email: linda_grubbs@pcworld.com

Sales Assistant (Publish)
The candidate for this position will be a highly motivated and self-directed team player who will provide administrative support for a team of Ad Sales professionals. This position is ideal for anyone who has a strong desire and potential to learn about print and online advertising sales. Applicants must have a minimum of 2 years office experience, preferably in a sales environment, able to exercise a high level of professionalism, is self-sufficient with excellent verbal and written communication skills, and is able to juggle multiple priorities and meet deadlines. Macintosh proficiency (MS Word, Excel, and Filemaker Pro) a must. *Location: San Francisco, CA*
Contact: L. Pabon, Fax: 415-495-2354, Phone: 415-978-3287, Email: lpabon@publish.com

Webmaster (The Webby Awards)
The Webby Awards honor the best, now we need "you" to build it. The Webby Awards, the preeminent awards for digital media, seeks a Webmaster in our San Francisco office to oversee Web development and implement day-to-day maintenance. The Webmaster's primary responsibility is to coordinate the development of all Webby Awards sites with our design and engineering partners. In addition, the Webmaster is responsible for day-to-day maintenance, manipulation of production artwork, staying current with web technology, learning about cool tools, and educating the world that neither Bill Gates nor Disney will be paying anyone anything to forward an email. Qualified candidates must have the following skills: strong internal/external team-based management skills; experience building quality Web sites; strong HTML coding skills; image manipulation skills (such as chopping up layered files for HTML, optimizing graphics, etc.); attention to detail; ability to meet deadlines; ability to participate and communicate as a team member; and excellent problem identification and reporting skills...and "really" qualified candidates have: experience with Flash, Director, Java, Javascript, Dreamweaver and other web/multimedia tools; graphic design skills; experience with online marketing and advertising; experience with banner creation; and strong connections within the development community.*Location: San Francisco, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Copy Chief (WebIDG)
Web Publishing is seeking a Copy Chief who will ensure correctness, accuracy, consistency, style, tone, and logic across a group of technical publications, which cover such topics as Unix, Solaris, Linux, Java, and Windows NT. The Copy Chief is responsible for all aspects of the Copy Desk, including the staff, copy flow, scheduling, and changes to style. In addition, the Copy Chief helps the Managing Editor to develop strategies for integrating marketing materials and new projects into the current system. Candidates must have a working knowledge of the Chicago Manual of Style and the ability to produce quality work under tight deadlines. General computer familiarity is a plus. *Location: San Francisco, CA*
Contact: J. Aloi, Fax: 415-267-1732, Phone: 415-267-1730, Email: jenni.aloi@wpi.com



IDG WORLD UPDATE PHOTOS

t last month's U.S. Sales meeting. (L-R)
d West Regional Manager ***Chris Glenn.***

IDG honors collaborative selling teams

At the U.S. sales meeting last month, IDG recognized the top three sales teams in terms of revenue generated for IDG through their collaborative efforts.

"We also took into account the amount of time dedicated to putting together an integrated program," noted IDG Communications Executive Vice President/Sales and Marketing **Joan Kelly**. "In order to win marketshare from our competition we have to customize unique programs for the customer. It's not always easy to get a group of seven or eight busy salespeople together. It takes early morning and late night meetings to coordinate schedules. The extra effort, however, pays off. Not only do we win the business but we have fun working together and always learn something new, either a new product produced by one of our sister companies or a creative new strategy to use on our next piece of business."

The teams and their accounts were as follows:

1ST PLACE: CITRIX - Team Leader **Carol Fountain**, *InfoWorld (IW)*. **Donna Pomponi**, *Network World (NW)*; **Don Seay**, *NW*; **Len Ganz**, *CIO*; **Laurie Marinone**, *Computerworld (CW)*; **Lisa Ladle Wallace**, *CW*; **Bob Sawdon**, *CIO*; **Tom Davis**, *NW*; **Sherry Driscoll**, *CW*.

2ND PLACE, NORTEL - Team Leader **Don Seay**, *NW*. **Dan Gentile** *NW*; **Jenny Hedges** *CW*; **Reinelle Hicks**, *IW*; **Bob Sawdon**, *CIO*; **Bill Binan**, Web IDG; **Tom Davis**, *NW*; **Sherry Driscoll**, *CW*.

3RD PLACE, UNISYS - Team Leader **Fred LoSapio**, *CW*. **Elisa Della Rocco**, *NW*; **Jacqui DiBianca**, *NW*; **Frank Genovese**, *CIO*; **Tom Davis**, *NW*; **Eileen LoBaugh**, *CIO*; **Sherry Driscoll**, *CW*.

Rally the troops! *IDG President and CEO* ***Kelly Conlin*** *(right, with baton) led the Valhalla High School marching band into the hotel ballroom where IDG's U.S. sales staff had gathered for dinner. Later, the group cheered the recipients of the collaborative selling team awards.*

Pomponi honored for commitment to collaboration

Pomponi

During the recent IDG U.S. sales meeting, *CIO* Publisher **Gary Beach** presented the Most Valuable Player Award to the IDG salesperson who was "most passionate about collaboration, the greatest contributor to the collaborative process and worked on the largest number of collaborative projects." IDG's MPV is *Network World* Senior District Manager **Donna Pomponi**.

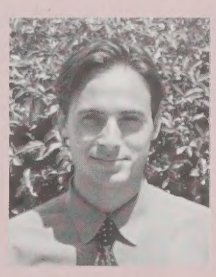
In her acceptance speech she noted, "The brainpower at IDG is overwhelming, and I have to make a contribution...Print is not dead! It's the foundation. We have to believe that we are out there selling products people need."

Preparation is everything, and fresh lipstick doesn't hurt, either

Attendees at last month's U.S. Sales Meeting were asked to share their tips for going into a sales call.

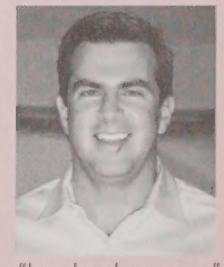
"I'm a real extrovert, so I have to take a deep breath. I always freshen up my lipstick, though. And wear good shoes."
– **Laurie Gomes**, sales manager, *Computerworld*

"I laugh at myself. It takes the pressure off so I don't take myself so seriously."
– **Alessandra Glahome**, director/international accounts, IDG Global Services



"I just visualize the meeting happening."
– **Sean Murphy**, district sales manager/Northwest, WebIDG

"I want to make money, so I just pick up the phone."
– **Jason Bishop**, account executive, *Computerworld*



"I read my horoscope."
– **Tom Grimshaw**, advertising director/Eastern region, *InfoWorld* (and a Virgo)

"It's all about being really well prepared and having a thorough agenda. Then I just guide the conversation to make sure I reach the goals I've set out, depending on the type of sales call it is. I think everything out beforehand. Sometimes it's just a matter of taking a client out to lunch and saying thank you for making a great investment in *PC World*."
– **Colleen Hirner**, account manager, *PCW*

I used to listen to Abba, but things have changed. I visualize the meeting going well and everything I'm going to say. And what I think they're going to object to or what they might say. Basically, I visualize what I want.
– **Denise Garcia**, director of strategic accounts, WebIDG

"I prepare a laundry list of things I need to go on a sales call with. I also have a binder with contracts, site graphics and whatever I need that I may be asked for so I don't have to scramble."
– **John McAtee**, director of sales, WebIDG

"I try to wrap my arms around all the major keypoints about the advertiser's business – especially an existing advertiser — so I can anticipate any question or problem. I also walk quickly toward the building so I get some energy going, so I can go in and be enthusiastic."
– **Bruce McCoy**, account executive, *GamePro*

noteworthy people

Yong

Kahan

Wells

Cotton

Sangalang

New employees

Associate Art Director/Web Services **James Yong** was previously a freelance graphic designer of publishing, advertising and marketing materials before joining *The Industry Standard*. He graduated from Arizona State University with a B.F.A. in graphic design. A recent transplant to the San Francisco Bay Area, he enjoys visiting galleries, golf and traveling.

After doing contract work *The Industry Standard*, **Blake Kahan** is now its director of creative services in charge of managing the team responsible for the magazine's corporate identity and marketing. She previously worked as a toy packaging designer. She earned a B.S. in art and design from the California Polytechnic State University in San Luis Obispo and enjoys flea markets, "real TV" shows and winning at dominoes. She claims to have recently acquired a suntan.

Previously an art director at Imagine Media and a senior art director with Computec Media, **Debbie Wells** is now a graphic artist at *The Industry Standard*. She earned an Associate Science degree in graphic design from Masters Institute and likes to play volleyball and snowboard.

Thai Computerworld welcomes Sub-editor **Stephen Thompson**. Stephen spent the past two-and-a-half years at *The Nation* newspaper, an English-language daily published in Thailand, where he edited the paper's weekly IT section. Steve is originally from the U.K. He and his wife, a Thai native, are the parents of a baby son, Scott.

Previously a market analyst for Uni-Copy Corp., **Edward Mikulenka** is now a research analyst in IDC's photocopier/fax program. He holds a B.A. in anthropology from Texas A&M University, an M.A. in international relations from St. Mary's University and an M.A. in Russian, East European and Eurasian studies from the University of Texas. He married last year in the Czech Republic.

After working as an Internet consultant for the U.S. Agency for International Development in Warsaw, **Rob Rosenthal** is now an IDC research analyst in the Internet division. He earned a B.A. in English from Brown University in Providence, R.I., and an M.B.A. from Babson College in Babson Park, Mass. He enjoys movies and cooking and was recently married.

IDC has hired **Hoang Nguyen** as a Quarterly Server Tracker research analyst. He was previously a financial analyst with Andersen Consulting. He holds a B.S. in business administration with a concentration in finance from Bryant College in Smithfield, R.I., and likes to go to movies and play the investment market.

Previously a project leader at SQL Star International, Inc., **Subrahmanyam Mandiga** joins IDC as a senior programmer charged with the design, development and administration of IDC's PC Web Tracker. He holds an M.S. in technology from India's Osmania University and enjoys travel and sports, especially tennis and cricket.

Editor **Joe Franklin** comes to WebIDG's *SunWorld* from *The Inter-City Express*, an Oakland, Calif.-based newspaper. He earned a B.A. in English with a minor in journalism from the University of Iowa in Iowa City, and likes to play basketball, read and travel.

Jennifer Cotton is *GamePro*'s newest copy editor. Previously an editorial assistant with New Hope Communications in Boulder, Colo., she holds a B.A. in English from the State University of New York at Oneonta. Having found an apartment in San Francisco within a week, she can now relax and explore the city, write and read.

Jon Girson is IDG Games Media Group's new East Coast advertising sales manager. His last job was as account director with Scholastic Marketing Partners selling advertising to custom publishers. A graduate of Indiana University of Pennsylvania, he recently spent nine months in Germany selling advertising and traveling around the Continent.

After "a lengthy and therapeutic vacation," **Catherine Sangalang** has joined IDG Games Media Group as a designer. She was previously a sales associate at Flax Art and Design and holds a B.F.A. in graphic design from the University of San Francisco.

Transfers

Regional Sales Manager **Louise Cupelli** makes a lateral move from IDG Channel Services Group's *Solutions Integrator* to *CIO*. She holds a B.S. in consumer related studies from Pennsylvania State University. She likes to collect glass art, garden and raise money for the American Heart Association and the Easter Seal Society.

Mike Anthony makes the move from senior regional sales manager at *Solutions Integrator* to account manager for New Jersey, New York and Pennsylvania sales at *PC World*. A graduate of Indiana University of Pennsylvania, he holds a B.S. in communications media with a minor in marketing. At present, he is teaching his son Matthew to say "Dada."

Returning employees

Megan Boese returns to IDG Books' Indianapolis office as a human resource representative after a stint in the healthcare industry in a similar position. She has a B.S. in industrial psychology from the University of South Dakota and is an avid runner and traveler. She is happy to get back into publishing – "it gets under your skin."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Eileen O'Brien *IDC*

15
Michael McCarthy *WebIDG*

14
Gebhard Osterwalder *IDG Switzerland*

13
Angele Boyd-Myers *IDC*
Marianne Nichols *IDC*

10
Debra Bernardi *IDC*
Susanne Seidelhuber *IDG Austria*

9
Merrill Walsh *IDC*
Colleen Beattie *IDG Australia*

7
Antoinette May *IDC*
Alyson Morales *IDC*
Doris Dietlicher *IDG Switzerland*

6
Kristin Cocks *IDG Books*

5
Serena Ko *IDG Hong Kong*
Radiance Tan *Computerworld Malaysia*
Brenda McLaughlin *IDG Books*
Martine Edwards *IDG Books*

4
Suzanne McMillen *IDC*
Amie White *IDC*
Jennie Chen *IDG Taiwan*
Dragon Liu *IDG Taiwan*
Annemiek Hamming *IDC Netherlands*
Makoto Kuroda *IDG Japan*
Karin Leite *IDG Books*
John Jones *Network World Canada*

3
Marianne Hedin *IDC*
Stephen Phillips *IDC*
Jose Rodriguez *IDC*
James Walker *Macworld U.K.*
Elena Gonzalez *IDG Spain*
Mary Klugh *IDG Books*
Mark Butler *IDG Books*

2
Warren Childs *IDC*
Stephen Murray *IDC*
Charles Chuang *IDG Taiwan*
Cort Isernhagen *IDC Singapore*
Marianne Kolding *IDC U.K.*
Chiho Kasahara *IDG Japan*
Anne Scoville *IDG Research*
Ryan Rader *IDG Books*
Maureen Kelly *IDG Books*
Katherine Bunje *IDG Books*
Elsa Fox *IDG Books*
Robert Podrasky *IDG Books*

1
Tonnie Hurley *IDC*
John McNulty *IDC*
Karen Edson *PC World*
Adriana Cecchini *WebIDG*
Sandra Henry-Stocker *WebIDG*
Emily Wu *IDG Taiwan*
Olivia Lee *IDG Taiwan*
Steven Lee *IDG Taiwan*
Beat Schmid *IDG Switzerland*
Takao Shimoji *IDG Japan*
Theresa Varveris *IDG Books*
Wendi Berardi *IDG Books*
Hillary Freeley *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

U.S. sales staff flies high with the Marine Corps

IDG WORLD UPDATE

The top guns of IDG's U.S. sales team take time out from their sales meeting to learn how the U.S. Marines use F-13 fighter planes to close their own deals at Marine Corps Air Station Miramar outside San Diego.

Hurry, hurry, hurry! IDG Calendar deadline looms

Entries for the IDG Employee Photo Calendar Contest must be received no later than Sept. 24; judging will take place Sept. 27. Twelve photos will be selected for inclusion in the calendar that hangs in IDG offices, cubicles and hallways worldwide.

Here's what to do:

- Submit up to two color or black-and-white prints or 35-mm slides. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write directly on the back of photos!

- Entries must be received by **Friday, Sept. 24**. Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

Prizes will be awarded as follows:
First place: $250
Second place: $150
Third place: $100

Questions? Please contact Patricia Smith (patricia_smith@idg.com) or Penny Winn (penny_winn@idg.com).

Please note: Due to the ever-growing number of entries received, photos will not be returned. Please make copies!

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Debi Temple** wil have her choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"I told you not to tell Muffy about that hairball chat room!"
Curtis Miller *IDG Books*

"Hello, tech support? I just found out how the sand keeps getting into my keyboard."
Rikki Kirzner *IDC*

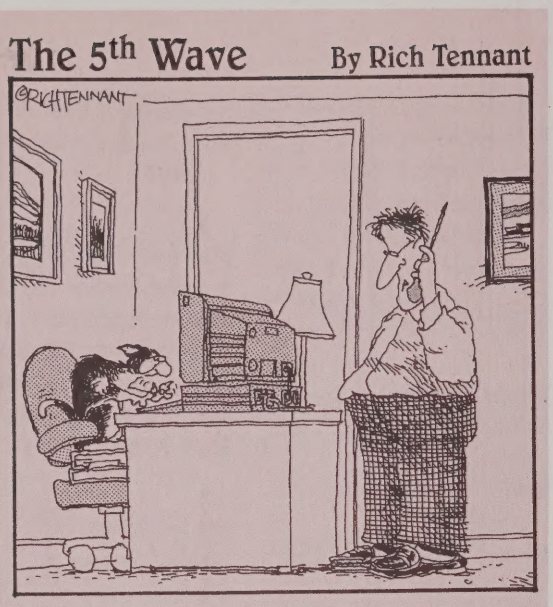
"You're right. It is taking longer. He's having to use the keyboard commands because he ate the mouse."
Marc Calvanico *InfoWorld*

"Felix? He's well past watching the screen saver and playing with the mouse. The little furball factory landed a job as an online consultant for Purina."
Vicki Halloran *IDG Books*

"Hello, Letterman show? I have a cat that uses the computer...No, he's not using the mouse...why do you ask?"
Eric Newman *IDG Books*

"I am the winning bidder of a 10-year supply of cat food? Socks! I told you to stay off those auction sites!"
Tom Walker *IDG Books*

"Hello, eBay? Did you know someone is auctioning off live mice on your Web site?"
Natale Russo *IDG Games Media Group*



"Yes, he's requesting a new mouse as we speak...Yes, he's sorry...
Debi Temple, IDG

"Yes, I understand that the order was received from my e-mail address. But eToys.com should at least ask for a signature when delivering 10,000 music balls."
Mark Levitt *IDC*

"I'm sorry, but ever since I found that Web site for Cat Fancy I can't keep Chiggers away from the computer long enough to do any writing!"
Royanna Stidham *IDG Books*

"OK, he's past the firewall. Boy, won't Purina be surprised."
Kristin Baker *Network World*

Rich Tennant's original caption: "I don't think it's so much the Linux operating system he's fascinated with as it is that its symbol is a small, flightless bird."

JUMP START® by Robb Armstrong

HI, CHARLENE! CAN YOU MEET ME FOR LUNCH TODAY?
SURE! WHAT ARE YOU IN THE MOOD FOR?
I DON'T KNOW. SOMETHING FAST. I DON'T HAVE MUCH TIME -
WHY DON'T WE JUST DO WHAT WE DID LAST TIME WE MET FOR LUNCH?
WE SHARED A CANDY BAR IN THE ELEVATOR. YOU GOT PAGED AND RAN OFF.
SOUNDS GOOD. LET'S SAY NOONISH.

IDGers race for the cure

On Sunday, Sept. 12, several IDG employees – including **Libby Levinson** of IDG Corporate Support Center — will participate in The Boston Race for the Cure, a 5K road race for walkers and runners to raise money for breast cancer research. The Boston Race for the Cure is sponsored by the Susan G. Komen Breast Cancer Foundation, the second largest fund raiser for breast cancer research next to the American Cancer Society. All of the proceeds raised will be used to fund national breast cancer research and education. More information is available on the Web at www.komen.org.

If you would like to sponsor Libby in the run, please send a check made out to the Komen Boston Race for the Cure, to her at 1 Exeter Plaza, 15th floor, Boston, Mass. 02116.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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Longtime employees share enthusiasm for corporate culture

"It's impossible not to fall in love with a company that is just one huge family and a chairman who takes the trouble to know everyone's name. I promised myself that if I ever had three days in a row where I was reluctant to bound out of bed for work, I'd reassess. I haven't."

— Susan Searle
Australian Reseller News

What keeps employees with a company for five, 10, 15 or more years? IDG World Update put the question to employees around the world, each of whom has logged in excess of 15 years with IDG. Some common themes emerge: a caring and respectful work environment, opportunities for advancement, a "let's try it" attitude, great people and high job satisfaction are all important contributors. Below, nine employees with a combined total of 146 years at IDG share their thoughts.

Melvyn Bennett
Co-Managing Director
IDG Communications (HK)
15 years

Bennett

Bennett began his IDG career as a regional sales manager when he was "headhunted and couldn't think of a good way to say no." He says no two days are ever the same at IDG and "nothing is forbidden with the 'let's try it' rule. The absence of red tape in getting things done [means] IDG is a company that is solutions-driven rather than problem-driven." He credits his longevity with the company to "immense job satisfaction. If you don't enjoy what you do, then don't stay. No amount of money is worth putting up with it. You and your company will never grow if you do not seek improvement for yourself in both job satisfaction and career growth." The best piece of work advice Bennett has ever been given? "What's good can always be made better, never stop trying."

Shirley Kohn
Treasurer & Manager
Bank & Credit Department
IDG Magazin Verlag
26 years

Kohn

The first person hired at IDG Germany (as financial manager), Kohn likes "the daily contact with customers and colleagues – and collecting money!" She was a professional opera singer prior to joining IDG. "Living out of a suitcase for 14 years doesn't help a marriage – IDG does!" she says. "It's been like family for me and my home away from home. IDG offers the best of all working conditions, treats you

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Documenting history: IDC celebrates publication of 20,000th publication

BILL HALL

Members of IDC's Publishing Services & Technologies staff gather outside their 3 Speen Street office. The group, which comprises production coordinators, data specialists, editors/proofreaders, desktop/electronic publishing specialists and software engineers, recently contributed to the publication of IDC's 20,000 document.

A 12-page bulletin, *Wireless Number Portability: Is It a Real Possibility?*, made history last month when it became the 20,000th document to cross the computers of IDC's Publishing Services and Technologies (PS&T) department. The staff of PS&T celebrated the milestone by presenting the bulletin's author, IDC Research Analyst **Callie Pottorf**, who works in the company's Austin, Texas, office, with a $100 gift certificate to Amazon.com. In addition, the group treated the entire IDC staff in Framingham to a buffet breakfast served up in the lobby of its 3 Speen Street offices.

The group began numbering the documents it processes – which include reports, bulletins,

continued on page 7

in brief newsworthy

The Webby Awards looks to expand activities as independent business unit

Following four years of spectacular growth, IDG last month spun The Webby Awards out as a wholly owned business unit. Most recently a product of the IDG Conference Management Co., The Webby Awards is now headquartered in a renovated factory in San Francisco's South Park neighborhood and headed up by President and Founder **Tiffany Shlain**.

Shlain said her group hopes to aggressively undertake new initiatives aimed at expanding the scope of The Webby Awards, such as organizing special events and conferences, conducting international outreach and exploring the possibility of a television broadcast.

Dubbed the "Oscars of the Internet" by *Entertainment Weekly*, The Webby Awards are the world's leading creative honors for digital media. Nominees and winners are chosen by the International Academy of Digital Arts and Sciences, an organization dedicated to the creative, technical and professional progress of new media. The organization currently boasts some 200 members including such diverse experts as film director Francis Ford Coppola, musician David Bowie, cyberguru Esther Dyson and computer scientist Jaron Lanier.

Since its debut at a small San Francisco nightclub in 1997, The Webby Awards has grown in size and significance with each successive year. More than 3,000 digerati from around the world attended last year's ceremony at San Francisco's Herbst Theater where winners were honored in 22 categories ranging from commerce to music to humor and news. Past winners have included Amazon.com, CNN Interactive, Salon Magazine and The Motley Fool.

*A full-time staff of nine is involved in the production of the Webby Awards. A temporary staff of more than 40 along with some 200 volunteers helps run the actual event. Pictured from left: **Dave Skaff**, editorial producer; **Anitra Kelly**, sponsor liaison; **David-Michel Davies**, Academy coordinator (standing); **Roy Anderson Jr.**, director of sales and marketing; **Tiffany Shlain**, president; **John Caron**, event manager (standing); **Maya Draisin**, director of the Academy; and **Corinne Saxonoff**, executive assistant. Not pictured: **Candace Feldman**, operations manager.*

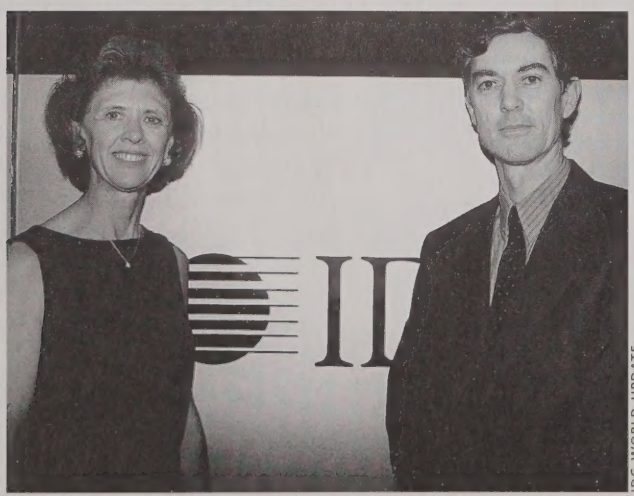
The fourth awards ceremony will be held in March 2000.

For more information, visit www.webbyawards.com or contact Shlain at tiffany@webbyawards.com. WU

IDC names conference room after longtime employee Larry Bishop

IDC last week paid tribute to longtime employee **Larry Bishop** by naming one of two new conference rooms in his honor. Bishop lost a long, courageous battle with cancer on Aug. 7.

The Bishop Conference Room, located at the company's newly expanded sales offices at 500 Old Connecticut Path in Framingham, Mass., was dedicated during a ceremony attended by members of Bishop's family, including his wife Ellen, and dozens of his friends and former colleagues at IDC.



***Larry Bishop**'s wife Ellen stands with IDC President and CEO **Kirk Campbell** outside the Bishop Conference Room, named in honor of her late husband.*

"Under Larry Bishop's leadership, IDC U.S. Sales had some of its best years ever," noted IDC President and CEO **Kirk Campbell**. "It is very fitting and appropriate that this IDC Sales Conference Room be named in his honor."

Larry joined IDC in 1982 as manager of the production department. In 1984, he was named production director, and in 1988 he became vice president of operations. In 1990 he was promoted to vice president of U.S. sales and operations and became senior vice president of that group in 1994. He left IDC in April 1997.

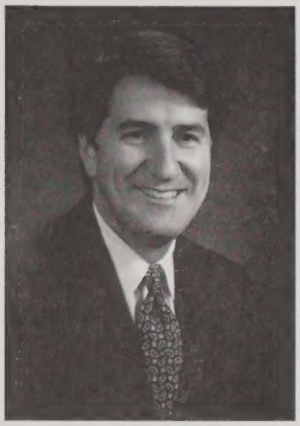
Larry Bishop

Donations in Larry's memory are being accepted at Hope for the Children of Haiti, 60 C Lake Street, Winchester, MA 01890 or Relive Kalogris Foundation, 136 Chesterfield Industrial Blvd., Chesterfield, MO 63005. WU

IDG WORLD UPDATE

executive Q and A

Kelly Conlin
The president and CEO of IDG is this week's columnist.



"In fiscal 1999 alone, IDG will invest more than $40 million in Internet-related projects, and our Web-related activity is expanding rapidly next year...there has never been more activity or more focus on the Internet by the entrepreneurs responsible for IDG business units."

Q What is the mission for WebIDG? Has it changed since the effort began several months ago?

A When the WebIDG initiative was announced, the *World Update* summarized its mission well. The article said, in part: "While IDG already has more than 240 content sites around the world, Web IDG will ensure that the network IDG has already begun building through IDG.net will be strengthened and accelerated. Over the coming few months, the WebIDG team will add features and functionality to provide easier access and navigability across IDG's branded content sites — sites that will continue to be "programmed" for their own unique audiences by the editorial teams of their respective publications. In addition, the WebIDG team will produce original content and customized content for particular audiences or information needs that are not being served by our print publications."

Over these last few months, the WebIDG team has identified some exciting new Web-based products that fulfill that mission. They also continued to operate several of our publication-branded web sites, particularly PC World.com and GameProWorld.com.

In analyzing and finalizing the business model for these efforts, one recommendation from the operating review board was that, given the complexity of having two teams managing different aspects of the same brand, responsibility for PC World.com and GameProWorld.com be moved back to the respective business units. This recommendation was based in part on the opportunities created by recent events:

GamePro, for example, has signed a joint venture with a chain of retail stores branded Gamepro, and will have a whole series of electronic commerce opportunities that result from that alliance, reinforcing the need to have tight brand management as they evolve their "clicks and mortar" strategy. In the same way, *PC World*'s market has also changed significantly in the last few months: a four-book market has become a two-book market, and the one remaining competitor, *PC Magazine*, just announced that it is again on the block, with uncertainty as to whether the Ziff publications and online sites will have different owners. In other words, there has never been a better time for *PC World* to aggressively leverage its strong brand — in print and online — to create the clear No. 1 position, and the circulation investment that was recently announced to increase the rate base over *PC Magazine* was one step in that direction. In addition, IDG's alliance with CNN allows us to add significant brand awareness for *PC World* at this opportune time, and the board concluded that, rather than sublimating *PC World* to a different, new brand online, we should be aggressively leveraging *PC World* as our "portal" for business computing.

With PC World.com, along with TipWorld and WebShopper, managed by PC World Communications, and GameProWorld.com managed by the Games Media Group, the remaining WebIDG team will therefore be free to focus on new products — always a key goal of this effort — as well as continuing the IDG-wide online sales network and circulation building efforts through IDG.net.

PCWorld.com and related products will be managed by **Thomas Gewecke**, who is in the process of transitioning responsibility for those products to **Steve Fox**. The GameProWorld.com products will be managed by **Cyndy Sandor**. The new products, described below, will be managed by **Bill Reinstein**. The IDG.net sales network and circulation efforts, including the CNN alliance, will be managed by **Laurie Morgan**.

Q What can you tell us about the new products that will be launching?

A A key component of WebIDG's product plan is to create and deliver integrated packages of relevant computer news, product information, technical knowledge, market data, support, training and advice, far surpassing anything currently available, when the reader is looking for "decision support" on specific questions related to information technology. The new portal being developed, branded ITWorld.com, will do just that for computer professionals and other serious computer users. Moreover, the functionality will also be extended to all the sites in the ITWorld network, so that, for example, a reader looking for information on a specific subject at the *Computerworld* site will have one-click access to highly relevant related information both on other IDG sites in the ITWorld network as well as on partner sites that provide highly specific information such as related training opportunities and independent research.

In addition, the team will be launching new Web-based services that are of interest to any serious computer user, from a career site, ITCareers.com, to an advisory services site, ITAdvisor.com, to a virtual seminar and training service, ITEvents.com, to a site for application developers, ITDeveloper.com. These products will begin launching in October, and there

continued on page 7

"The absence of 'red tape' in getting things done [means] IDG is a company that is solutions-driven rather than problem-driven."

— Melvyn Bennett
IDG Hong Kong

"IDG offers the best of all working conditions, treats you with respect and offers you the chance to develop your talents."

— Shirley Kohn
IDG Magazin Verlag

"Every day there is something new to learn."

— Iris Clench
IDG Australia

"Another longtime IDG employee told me years ago, if I ever get frustrated with this place, 'just go look at your ESOP statement and keep the faith in Pat!' To this day that advice still keeps most frustration at bay."

— Steven Brown
InfoWorld

Longtime employees

continued from page 1

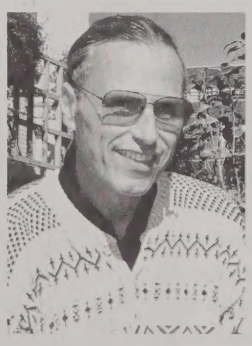
with respect and offers you the chance to develop your talents." Kohn advises employees "be tolerant and open-minded to changes and compromises. And leave your watch at home! Love your work for better or worse. We always find a reason to laugh, regardless of what we are doing here. I have never regretted staying on at IDG."

Iris Clench
Assembly Artist/Ad Coordinator
IDG Communications Pty. Ltd. (Australia)
15 years

Clench

While a tendency for her company to throw "great parties" hasn't hurt, Clench has a long list of reasons for remaining a loyal IDG employee: "the great team I've worked with for years, the technology, the variety. I enjoy the creative side of it and seeing a good end product. If I weren't in the industry I would never have realized how many people are involved in getting a paper to press." She originally joined IDG when she felt she needed a career change from secretarial work. A friend worked at *Computerworld Australia* and said there was an opening for a typesetter. "At that stage I had no idea what a typesetter was," Clench says. "Every day there is something new to learn. I would never have envisaged e-mail or the Web." And memorable moments? "Once, when we used to typeset almost every word I had to do a strip correction for the front page of *Computerworld*, just a few lines and it was urgent. It seemed to take forever to run out, and instead of 7 point, it was 72 point, and to top it off I spelled "London" wrong. I'm originally from that part of the world — total embarrassment and never again!"

Steven Brown
Facilities Manager
InfoWorld
16 years



Brown

Originally the operations director for Yates Ventures, a Unix market research firm acquired by IDG, Brown also worked as director of client services for IDC West before coming to *InfoWorld* in 1986. "I have always been impressed with **Pat McGovern**'s business philosophy and entrepreneurial spirit. Technology and publishing about computers has been a lot of fun, educational and allows for fuller self-expression. The recent change in the ad revenue stream from print to the Web has been the largest change I've seen." Brown's been through some turbulent times during his tenure, including an earthquake that left him sprawled on a sofa in the lobby and three layoffs. He was rehired the same day twice into other IDG jobs. "Another longtime IDG employee, **Delia Quartey**, told me years ago if I ever get frustrated with this place, 'just go look at your ESOP statement and keep the faith in Pat!' To this day that advice still keeps most frustration at bay," he says.

Keiichi Maesato
President and CEO
IDG Global Solutions Japan
17 years

Maesato

Maesato began his IDG career as marketing director of IDC Japan, then became its vice president in charge of Asia-Pacific business development. In 1990 he moved to International Marketing Services as vice president, becoming the division's president three years later. He has stayed with the company "because of the huge potential the IT industry has and the way the IDG corporate culture allows you to pursue it in the way you believe is best." He notes that "IDG is like the ocean. It changes all the time. Examine the water very carefully and learn to swim well in it." Maesato says that each time he has made an IDG career move the person who was responsible for that move left IDG shortly before he started. He likes IDG and believes in it, he says, but could not depend on his bosses, who tended to leave before he started. "I thought I would like to report to the person most likely to leave IDG last. It has to be Pat McGovern, so I positioned myself to report directly to him."

Nilcimar Laino
Manager of Financial Accounting
IDG Brazil
17 years

Laino

"There is no secret to a long career at IDG," Laino says. "It can be summed up in two words – competence and professionalism." Laino had been working for a company that was hired by IDG Brazil

Job Opportunities - September 13, 1999

User Services Manager (CIO)
The User Services Manager is responsible for providing and ensuring high-quality computer support to CIO staff. This individual oversees and manages a team of User Services Specialists, providing tactical technical support to the organization. This includes the configuration and maintenance of desktop computers, portable computers and related peripherals within the corporate infrastructure. The Manager supports, develops, tests, evaluates, and implements technologies, services, and standards that enhance both the hardware and software environment, consistent with CIO Communications' enterprise-wide technology needs. The User Services Manager is also responsible for providing and maintaining application and hardware documentation, training and instruction procedures and guidelines. Ideal candidates will possess a BS/BA degree or equivalent work experience, 2-4 years experience supporting and configuring Windows 95/98, Windows NT, Mac OS hardware and software; supporting and configuring cc:Mail, Microsoft Office and Lotus Notes in a multi-location environment. Candidates must also possess proven management skills and excellent organizational, interpersonal, and communication skills. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: N/A, Email: tgjobs@idg.com

Fulfillment Manager (CW)
Computerworld is looking for an energetic, detail oriented individual to join the fast paced circulation team. The ideal candidate will act as the primary liaison with the fulfillment service bureau including scheduling, instructing, and monitoring all activities. You will also play an active role in helping set strategy to achieve our circulation goals, and participate in audit preparation, budgeting, and ensuring quality customer service to our readers. Qualified candidates should have a broad understanding of circulation, direct response, and distribution, and have 3-5 years publication fulfillment or related experience. Excellent organization skills and attention to detail required, as well as the ability to handle many projects at once. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: jobs@computerworld.com

Copy Editor (CW)
Computerworld has an immediate opening for a skilled Copy Editor. Responsibilities will include editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages on Quark XPress and preparing them for publication. A sharp eye for detail and ability to work under daily deadlines required. Bachelor's degree and at least two years of copy editing experience is preferred. *Location: Framingham, MA*
Contact: k. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: jobs@computerworld.com

Technology Features Editor (CW)
The Technology Features Editor will work closely with the Technology Editor to develop, assign, track and edit scheduled technology section features such as field reports, in-depth case studies and the Technology Quick Study for Computerworld's online and print editions. The person in this position also helps the Technology Editor assign, track and edit stories produced by news reporters. The prime responsibilities are identifying key technology questions facing IT leaders, finding qualified staff or free-lance writers to cover those issues, and developing the appropriate angles, presentation and mix of content for both online and print. This position requires up to 3-5 days of travel per month to industry conferences, vendor briefings or customer sites. The ideal candidate has 5+ years of reporting or editing experience covering the information technology industry, a thorough understanding of the issues facing IT managers, and very strong skills editing for both technical content as well as style. Good organizational as well as verbal and written communications skills are also a plus. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: jobs@computerworld.com

Account Executive, Hardware Accounts (IDC)
IDC is seeking an outside sales professional who has 2 to 5 years selling and quota carrying experience. Strong familiarity with computer industry a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to AVP for Hardware Accounts. Position will be responsible for finding new business within non-existing IDC accounts throughout the western US and requires limited overnight travel. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team selling environment. Strong computer skills a plus. *Location: Mountain View, CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Client Services Representative, Major Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Mountain View, CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Regional Sales Manager, Southeast Region (IFW)
InfoWorld seeks a Regional Sales Manager who will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and online editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Requires a minimum of five years in computer publication ad sales. Strong knowledge of the on-line advertising is important. Travel is required. *Location: Washington, D.C.*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Technical Director (IFW)
Exciting opportunity at the InfoWorld Test Center to lead the development and strategic long-term growth of testing, including designing and developing benchmarks/workloads, providing direction as to how/what to test, and determining infrastructure requirements. This individual will possess a wealth of broad technical and analytical skills as well as a comprehensive knowledge of information technology strategies. In addition, this individual will possess strong leadership, managerial, and communication skills. Qualified candidates will have at least seven years of hands-on experience in IT. Prior experience in the publishing industry or product evaluation is a must. Bachelor's degree in computer science or related subject preferred. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Correspondent/Editor, IDG News Service (IPS)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the Asia-Pacific computer and communications markets from our Hong Kong news bureau. Wide range responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as editing copy and working with News Service correspondents around the world to develop in-depth stories with uniquely regional and global perspectives. Frequent travel will be required and fluency in Mandarin and/or other Asian languages is a plus. The ideal candidate has a broad understanding of the global IT industry, as well as an impeccable command of AP-style news writing and editing yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from hand-held computers to mainframe systems and from PC LANs to global communications networks and the Worldwide Web. Strong computer skills and experience using a notebook PC in a remote-computing environment would also be a big plus. *Location: Hong Kong*
Contact: R. Garretson, Fax: 617-423-0240, Phone: 617-303-7821, Email: rob_garretson@idg.com

Sales Coordinator (WebIDG)
The Sales Coordinator will process and coordinate WebIDG insertion orders and act as a point of contact between sales reps, clients and other departments. She/he will support sales reps and account executives in specific territories, by handling client services, meetings, and other operational needs and providing backup to other coordinators when needed. Qualified candidates will have familiarity with the publishing and online industry and be PC literate with a firm knowledge of database programs, Word, Excel, Power Point, email and the Internet. She/he will be self-motivated, enthusiastic, reliable, creative, organized, detailed, friendly and flexible with a positive "can do" attitude! *Location: San Francisco, CA*
Contact: K. Agrell, Fax: 415-442-1891, Phone: 415-974-7388, Email: kate_agrell@idg.com

"IDG is like the ocean. It changes all the time. Examine the water very carefully and learn to swim well in it."

— Keiichi Maesato
IDG Global Solutions Japan

"There is no secret to a long career at IDG. It can be summed up in two words – competence and professionalism."

— Nikimar Laino
IDG Brazil

"This is a fascinating place.The processes and technologies involved in design have mirrored the industries we cover, so we're always behind, always learning, always screwing up. ... I love the fact that my job has changed every half-year or so."

— Tom Monahan
Computerworld

"The IDG/IDC culture has allowed me to expand my position in the right direction for both the company and myself."

— Shirley Horrocks
IDC U.K.

to do auditing work. "I discovered IDG was a serious company that was growing fast in the IT market and offered many professional opportunities," she says. She began as a typist in the financial department and was promoted to administrative assistant. Prior to being named manager of financial accounting, she also served as executive assistant to the general manager. "I've stayed at IDG because I've been given opportunities to grow within the company, especially to grow professionally by taking classes. I've never thought of leaving IDG. It has been one long happy relationship!"

Susan Searle
Channel Group Director
Publisher of *Australian Reseller News*
15 years

Searle

Editor of her university newspaper and always drawn to journalism, "publishing was a bit of a calling" for Searle, who started as an advertising coordinator when IDG Australia was one year old and located in a small office over an Indian restaurant. She rose through the ranks to become publisher of *Computerworld Australia* before launching *Australian Reseller News*. "I was consumed by the excitement of being with an organization that would track and champion the IT industry, which was dominating the times. By nature [I'm] an initiator — no other position at IDG has excited me like channel publishing. I love both the freedom and the grunt and responsibility of startups." Trained as a teacher, Searle says "quite frankly I viewed my first job at IDG as a vacation jaunt — I guess it's been a long vacation! It's also impossible not to fall in love with a company that is just one huge family and a chairman who takes the trouble to know everyone's name. I promised myself that if I ever had three days in a row where I was reluctant to bound out of bed for work, I'd reassess. I haven't."

Shirley Horrocks
Director of Human Resources and Services
IDC U.K.
21 years

Horrocks

MERYL SALTER

Horrocks joined IDC U.K. straight from university as an assistant to the marketing director and attributes her long career to "an honest and flexible approach to situations and problems. I feel that the IDG/IDC culture has allowed me to expand my position in the right direction for both the company and myself." Responsible for "the day-to-day running of the U.K. operation [69 people and growing] together with the human resources function I'm never quite sure what unexpected issue is likely to come up. It's very rewarding for me to see individuals join and then move their way up through the organization with me providing the support and development they need. My approach to situations [is] one of minimal panic (where possible) and as much of a thoughtful approach as time and the situation will allow!" She recommends that "you don't do a job well for praise, do it well for your own personal satisfaction. Have an idea as to where you would like your career to go, but in today's fast-moving work environment don't be too rigid and definitely be prepared to change and be flexible." For her 20th-anniversary trip she went on cruise to islands in the Indian Ocean, followed by a Kenyan safari – "a truly fantastic holiday and one I'll never forget."

Tom Monahan
Director of Online and Design
Computerworld
21 years

Monahan

Monahan came to *Computerworld* "fresh out of college as a paste-up artist — wax, X-Acto knives and photo-blue pens." "A terrible failure" as a freelance illustrator, he'd planned to learn mechanical art preparation at *Computerworld* and move on to an advertising career. However, "this is a fascinating place.The processes and technologies involved in design have mirrored the industries we cover, so we're always behind, always learning, always screwing up. The Macintosh changed everything for designer and design – typography for the masses, full-color everything. And now, the Web. Oh, boy... I love the fact that my job has changed every half-year or so. Along the way, I've been the art director of a bunch of newspapers and magazines, and managed different teams of designers, photographers and other malcontents." Best advice he'd give to someone beginning a career at IDG? "Never allow yourself to be profiled by *World Update*." [Ed's note: Despite his curmudgeonliness, Monahan has had a long and loving relationship with *IDG World Update*, even deigning to undertake a major redesign of the newsletter back in 1990.] WU

noteworthy people

Cobb

D'Errico

Day

Anderson

IDG WORLD UPDATE PHOTOS

Promotions

PC World Director of Circulation Operations **David Cobb** has been promoted to associate circulation director. With *PCW* since 1991, "David has become a key member of our circulation team," said *PCW* Vice President of Circulation **Shawne Pecar**. "He manages many *PC World* circulation areas, primarily renewal and billing promotions, fulfillment, ABC reporting, print orders, postal regulations, modeling, financial reporting and database development. His expertise in so many areas is truly remarkable (but totally understandable when you work with him and see how bright he is). David's hard work and commitment have made him a very valuable member of our department."

New employees

Graphic Designer **Julie D'Errico** comes to *Computerworld* from *Software Magazine,* where she held a similar position. She earned a B.F.A. in graphic design from the University of Massachusetts/Dartmouth, is an avid boater and recently made the finals of a local tennis tournament.

Computerworld has hired **Jacqueline Day** as a copy editor. She was previously a sports copy editor with the *Des Moines* (Iowa) *Register* and holds a B.A. in journalism from Grand View College in Des Moines.

Previously an administrative assistant with Sprint, **Steven Gonzalez** joins IDG as a human resources administrator. He has a B.A. in communications from Manhattan College in Riverdale, N.Y., and earned his human resources certification from San Francisco State University (while commuting to San Jose, Calif., to his job at Sprint). He enjoys rollerblading and hiking.

IDC has hired **Earl Joseph** as research director in the high-performance systems division. He previously worked as director of competitive analysis and vector product manager for SGI/Cray Research. He holds a Ph.D. from the University of Minnesota in the strategic management of high-technology companies and recently won an international anti-dumping case on supercomputers.

Cushing Anderson is a Training and Education Services senior research analyst at IDC, coming from the Center for Educational Leadership and Technology, where he was senior research associate. He has a B.A. in government and computer science from Connecticut College and an M.A. in education from Boston College. He sails, flies kites and volunteers at the Samaritans of Boston, a suicide prevention hot-line.

Macworld has hired **Charles Purdy** as a copy editor. He was previously an assistant project leader at *PC Computing Magazine*. A short story writer in his off hours, he earned a B.A. in English literature from San Francisco State University. His story "Delicious" will soon be appearing the fiction anthology *Modern Words*.

Brock Keeling has taken a sales assistant position at Mac Publishing, coming from *The SF Weekly,* where he was a classified ad coordinator. He earned a B.A. in literature and linguistics from the University of California/Santa Cruz and enjoys TV and writing.

Previously a freelance editor and writer, **Chris Borris** is now *The Industry Standard*'s managing editor. He earned a B.A. in history from the University of Michigan in Ann Arbor.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries service

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Karl Koessel *PC World*

15
Herb Linden *IDG Games Media Group*

12
Mark Facchin *IDG Australia*

10
Christina Ölschlager *IDG Germany*

9
Teresa Lui *IDG Hong Kong*
Maria Jose Marzal *IDG Spain*

8
Natalye Alter *IDC*

6
Pamela Prince *IDC*
Albert Gallan *IDG Books*

5
Michal Kreczmar *IDG Poland*

4
Bill Horan *IDG Games Media Group*
Stephen Garone *IDC*
Cynthia Lemus *IDG Central Services*
Leah Cameron *IDG Books*
Michael Sullivan *IDG Books*
Constance Carlisle *IDG Books*
April Whitney *IDG Books*

3
Juan Carlos Ambrojo *IDG Spain*
Andrea Speer *IDG Books*
Dan Verton *FCW Government Technology Group*

2
Holly McGuire *IDG Books*
John Hislop *IDG Books*
Michael Borbely *IDG Books*

1
Stephen Clifford *IDC*
Joshua Lazar *WebIDG*
Aldis Ozols *IDG Australia*
Constance Labarsouque *PC Advisor*
J.O.S. Svendsen *IDG Denmark*
Katsutaka Ishibashi *IDG Japan*
Larry Wilson *IDG Books*
Joseph Kiempisty *IDG Books*
Madalyn Stone *IDG Books*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Executive Q&A

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will be a series of launches over six months. What has been striking in developing this plan over the last few months is recognizing that IDG has far more technology information of higher quality and in more forms — Web sites, magazines, newsweeklies, books, research reports, databases, print and electronic newsletters, conferences, training programs, etc. — than any of the major technology networks. Furthermore, IDG is unmatched in focusing each of its products and services on an important particular type of technology buyer. This last point is important: we need to recognize the value in the diversity of the information and audiences IDG reaches.

In the often-used analogy of the shopping mall, we can think of IDG as the "information mall" where readers may come to different stores at different times for different reasons. We don't want to homogenize the stores, or insist that they all be run the same way. Rather, we need to create great anchor stores — hubs — and help readers navigate through the mall so a visit to the IDG mall is the most efficient, effective and satisfying way to get the information they need. IT World.com is intended to be a great hub for computer professionals, PCWorld.com is intended to be a great hub for business computing,Gamepro.com will be great hub for gamers. And we have 240 information "stores" and counting across IDG.

Q Is WebIDG still an IPO candidate?

A WebIDG was always a "placeholder name" until we had developed the branding strategy. Now that ITWorld has been chosen as the name for the new portal, the company will be called ITWorld. And the company certainly has the opportunity for a public offering, but its first priority is building an effective business by launching successful new products. To repeat what has also been said before: the WebIDG, now ITWorld, stock option plan, which will be finalized in the next 60 days, includes employees not just at ITWorld, but also at the publication business units who are part of the ITWorld network.

Q How does this fit into IDG's overall Internet activities?

A In fiscal 1999 alone, IDG will invest more than $40 million in Internet-related projects, and our Web-related activity is expanding rapidly next year, from the launch of an expansive new portal in Germany, to the acceleration of thestandard.com in this country, to the launch of new branded knowledge products from IDG Books, to the creation of innovative new Web delivery systems at IDC, to the launch of the first global career development service in jobuniverse.com — there has never been more activity or more focus on the Internet by the entrepreneurs responsible for IDG business units. The new products called for in the WebIDG business plan will launch in the coming months, and the *PC World* and *GamePro* management teams have ambitious plans for the expansion of those Web activities as well. You can't or shouldn't look in one place or one company to measure IDG's participation in or support of Web activities, since the Web has quickly becoming integral to every business at IDG. WU

IDC

continued from page 1

newsletters and IDC-*FLASH*es – back in 1981. Since an uncounted number of documents had already been published at that point, the employee responsible for initiating the numbering system used the year of her birth – 1952 – as a somewhat arbitrary, though certainly notable — starting point. Fourteen years later, in May 1995, IDC reached the 10,000-document milestone. And now, just four years later, PS&T, which has since added to its count an ever-increasing number of documents produced overseas and published on IDCNet, has logged its 20,000th document.

"While we'd like to take credit for the incredible increase in output from IDC, the credit lies in the fact that IDC has grown and added new products each year," noted **Patrick Hafford**, VP, Publishing Services & Technologies. "However, to meet the demands of that growth, PS&T has managed to cut throughput times in half over the past two years."

The 34 publishing professionals in IDC's PS&T department ensure the consistency and quality of IDC's customer deliverables. They check data, edit and format IDC subscription products for print and Web delivery.

Over easy... and well done!
PS&T
It's a breakfast theme, get it?
Twenty thousand documents!
Join Publishing Services and Technologies on Thursday, August 5, to celebrate IDC's 20,000th document! Breakfast will be served in the lobby of 3 Speen Street from 9 a.m. to 11 a.m.
Thurs. AUG. 5 9 a.m. to 11 a.m.
3 Speen St. Framingham
LOBBY
IDC
20k
1999
BILL HALL

IDC employees were invited to celebrate the production of the company's 20,000th document at a breakfast sponsored by the PS&T department.

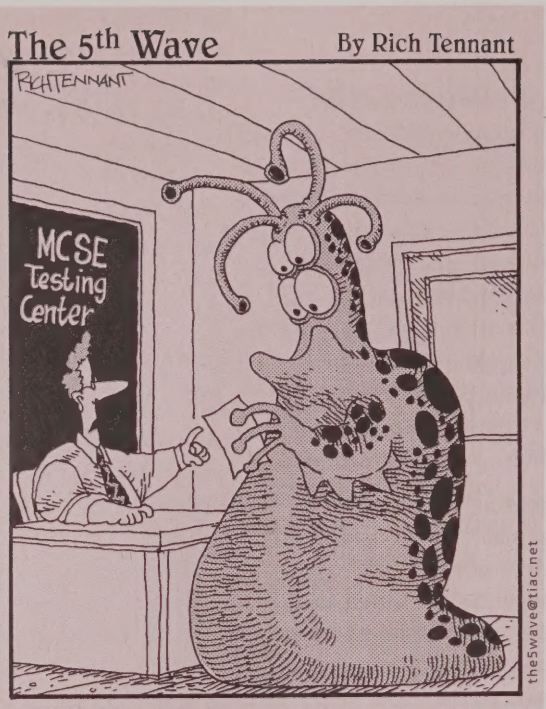
At any given time, some 92 U.S. and 26 non-U.S. documents are in the group's inventory, according to Manager of Quality and Production Control **Michele Kallin**, who noted that approximately 37 U.S. and 22 non-U.S. documents are completed each week. The average throughput time for a document ranges from less than a day for a short doc-ument to more than four weeks for a full-blown report. WU

off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday Oct. 5.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



Entries for Photo Calendar Contest due Sept. 24

Final notice! Entries are rolling in for the 16th annual IDG Employee Photo Calandar Contest. Here's your chance to win $250, $150 or $100 and gain worldwide fame, too.

- You may submit up to two color or black-and-white prints or 35-mm slides. Each entry should be clearly labeled with your name, business unit, telephone and fax numbers and an e-mail address. Be sure to include a title for your photograph(s). Note: Please do not write on the back of photos!
- Send your entries to: *IDG World Update*, Photo Calendar Contest, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A.

Coming up

ICe Singapore
Sept. 21-22
Singapore Expo
Contact: Rosalynn Chua
rosalynn@idgexpo.com.sg

IDG Worldwide Managers Meeting
Sept. 22-26
Gran Hotel Bahia Del Duque
Tenerife, Canary Islands
Contact: Marion Kibbee
marion_kibbee@idg.com

IDC's PC Market Outlook
Sept. 22
Hotel Sofitel
Redwood City, CA
Contact: Patrick Gorman
pgorman@idc.com
www.idc.com/events/pcmo99

IDC's Systems Market Outlook
Sept. 23
Hotel Sofitel
Redwood City, CA
Contact: Tammy Whidden
800-343-4952, x4660
twhidden@idc.com
www.idc.com/events/smo99

The Greater China IT Forum
Sept. 27-28
Hong Kong Convention Center
Hong Kong
www.idc.com.sg/gcit99/

IDC's Internet Executive Forum
"Preparing for Internet Economy 2.0"
Sept 28-29
San Francisco Airport Marriott
Contact: Liz Gagliardi
lgagliardi@idc.com
www.idc.com/events/ief99

Net Returns 2000
Sept. 29-Oct. 2
Aspen, Colo.
www.thestandard.com/netreturns

Channel Focus Pacific Rim
A Baptie & Co. event
Oct. 18-19
Seattle, Wash.
www.baptie.com
Contact: Volker Heistermann
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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

IDG announces three-pronged Internet strategy

Bill Reinstein, Steve Fox and Cynthia Sandor tapped to lead new efforts

Bill Reinstein, *ITWorld.com*

Steve Fox, *PCWorld.com*

Cyndy Sandor, *GameProWorld.com*

IDG announced three promotions last week in conjunction with a trio of new Web-based problem-solving portals that came out of the WebIDG task force work of the last few months. **Bill Reinstein**, who had been heading WebIDG's enterprise products development, has been named president and CEO of ITWorld.com. **Steve Fox**, editor-in-chief of PCWorld.com, has added the title of publisher to his responsibilities, and **Cynthia Sandor**, previously general manager of GameProWorld.com, has been named president of GameProWorld.com.

"Over the past few months, the WebIDG task force has been exploring, identifying and developing Web-based products that serve the information needs of our readers better than anything currently available," said IDG President and CEO **Kelly Conlin**. "As a result of their findings and recommendations, IDG is developing an entirely new type of portal system for technology consumers in distinct communities: enterprise computing (ITWorld.com), business computing (PCWorld.com) and gaming enthusiasts (GameProWorld.com)."

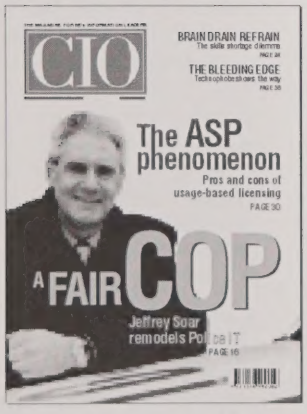
The portals will also include layers of horizontal services tailored to each specific audience, whether it be news information, auction services or software downloading. ITWorld.com, for example, will include services such as ITCareers, ITEvents and ITNews, and address the needs of enterprise computing professionals — from developers to CIOs — with content from *CIO*, *Computerworld*, *InfoWorld*, *Network World*, IDC, as well as webzines like *LinuxWorld* and *JavaWorld*. In addition, the site will include a rich layer of services that provide the IT professional with multi-dimensional knowledge from vendor white papers, product specifications, career information, events, independent research and e-mail newsletters to enable better decision making and problem solving.

Elements of ITWorld.com will launch over the coming months. The business unit has offices in San Francisco and Southborough, Mass.

In his new role, Reinstein is responsible for the vision, strategic planning and operational founda-

continued on page 4

CIO New Zealand targets local market's best practices



"[It's] always nice when plans work as planned," said **Doug Casement**, manager of IDG Communications New Zealand's CIO Media Group, speaking of *CIO New Zealand*'s July launch, which went off without a hitch.

IDG's seventh title in the *CIO* product line will be published 11 times a year and has a controlled circulation of 2,000, with 500 of those copies going to selected retail outlets.

CIO New Zealand Editor **Don Hill** noted that the publication "is very much about the small community of people who fill the CIO role here. The key focus of the magazine is to help these people do their jobs – every article is written with best practices and return on investment in mind. The look of *CIO NZ* is an important part of this publication, too. I'm aiming for a stylish, sophisticated and lively product. I want people to be enticed into reading *CIO NZ*."

According to Casement, reader support has been "wonderfully positive and supportive." The majority of the magazine, while using some of its sister U.S. publication's material, targets the Kiwi market. "This is important based on feedback we received when we were researching the market," Casement said. "CIOs want to know what's happening around the world, but they also want strong local stories on returns on investment and best practices."

IDG New Zealand Managing Director **Martin Taylor** said that advertiser response has been "exceptional," especially considering there is local competition from a magazine called *MIS*. He said IDG New Zealand was attracted to this market segment by *MIS*' success in drawing the senior IT executives as readers. "But it's clear they are not entirely satisfied with *MIS* magazine, and IDG will be well-placed to win the trust of these very discerning readers. *CIO*'s

continued on page 4

in brief newsworthy

JobUniverse.com wins Golden Spider Award for best international site

Spun out less than a year ago, the JobUniverse.com Web site has already won a major national award in Ireland.

The IT recruitment site, housed in Dublin at WebUniverse Ltd., the IDG business unit that runs the JobUniverse program, was voted Best International Site in a competition known as The Golden Spiders. **Frank Quinn**, chairman of Small Planet Ltd., the Irish company that contracts a management team to JobUniverse, called the competition "Ireland's answer to the Webbies," noting that "The Golden Spiders are regarded as the most coveted awards in an industry – the Internet – which is booming in Ireland."

*The team at Small Planet Ltd., celebrates at the Golden Spiders award ceremony on Sept. 2. (L-R): **Andrew Lovatt**, creative consultant; **Ronan Waide**, IT director; **Grainne Toher**, sales executive; **Audrey McCabe**, data administrator; **Joe Maloney**, data manager; **Vanessa Lobban**, data administrator; **Gerard Kennedy**, business director; **Frank Quinn**, chairman; **Jerry O'Mahony**, systems manager; **Deirdre Ryan**, Web design manager; **Paulo Marques**, data administrator. Not pictured: **Paul Healy**, managing director.*

According to the citation, JobUniverse won for "demonstrating the best use of the Internet, by an Irish company, as a means of facilitating or attracting international export business.' The export business referred to is the expertise of the JobUniverse team in Ireland, as well as the hosting service it performs for the JobUniverse member sites on the Dublin server: infojobs.com (U.S.), jobuniverse.fr. (France), jobuniverse.nl (Netherlands), jobuniverse.co.nz (New Zealand) and jobuniverse.ie. (Ireland). Three more sites are in development: jobuniverse.com.au, (Australia), jobuniverse.hu (Hungary) and jobuniverse.br. (Brazil).

For more information, contact Frank Quinn at frank.quinn@scope.ie. WU

Intelliquest: *Macworld* 'best read' computer publication

According to the findings of Intelliquest's latest Computer Industry Media Study (CIMS V6.0), among business influencers, *Macworld* magazine is the "best read" computer publication in the field of 31 technology-related publications studied.

Macworld came in first place as the "best read" publication among respondents reading four of four issues of a single publication. Among all of the publications studied in the CIMS V6.0 survey — 89 in total — *Macworld* ranked third among respondents reading three of four or four of four issues; *National Geographic* and *Federal Computer Week* were in first and second place, respectively.

The annual survey, conducted among individuals who influence the purchase of computers and related hardware and software in the U.S, also revealed that *Macworld*'s readers-per-copy grew 1.1% year-to-year among business computer influencers, and a whopping 18.9% among home computer influencers. "It is a real testament to our editorial excellence and authority that *Macworld* continues to be the only Macintosh-focused magazine that can compete and win in Intelliquest's CIMS against the major PC titles and mass media," said **Colin Crawford**, CEO and president of Mac Publishing. "Additionally, the fact that our year-to-date and monthly ad pages continue to show growth and vitality at a time when the computer publishing market as a whole is soft, is extremely significant."

According to the latest CPAR report, *Macworld* is up 25.1% for the month and 8.5% YTD in its ad pages.

Among all 89 publications measured in the business study, *Macworld* held its own, ranking second among publications with a high degree of ad readership or "affinity," just behind *Computer Shopper* magazine, which came in first and well ahead of *PC Magazine*, which ranked 6th.

For more information contact **Francesca Koe**, francesca_koe@macworld.com, or **Sharon Sanderson**, sharon_sanderson@macworld.com. WU

IDG Books signs with Novell, ADE

IDG Books has partnered with Novell Press to release three networking titles designed to educate both beginner and experienced administrators. The books, *NetWare 5 Basics*, *BorderManager Administrator's Handbook* and *ZENworks Administrator's Handbook*, are available from IDG Books via tel: +800-762-2974 (or +650-655-3000) or via the Web site at www.idgbooks.com.

In other news, IDG Books has signed a contract with Advanced Data Engineering in which the latter will convert IDG Books' *For Dummies* titles to XML. This project will include converting thousands of pages of text and graphics from QuarkXpress and PageMaker to XML for delivery over the Internet

Q and A executive

Michela O'Connor Abrams
The president and CEO of Computerworld is this week's columnist.

Computerworld at-a-glance

Year launched 1967

Employees 202

Circulation total -- 250,000
paid -- 110,000
controlled -- 140,000

Top goals for FY00
- Successfully move revenue streams from a dependence on traditional ROP advertising to more reliance on community-centric revenue
- Increase total market share
- Establish the IT Leader Conference Series
- Embrace the IT Leader community with a greatly enhanced computerworld.com

Career path of CEO
1985: joined *Macworld* as regional sales executive
1986: joined *PC World* as regional sales manager
1988: joined *Computerworld* as Western VP/sales
1991: group VP/publisher, The McGraw-Hill Companies computer trade pubs
1996: joined Softbank as president of WebSource
1997-1998 COO of Z-D Events
March 1999: named publisher of *Computerworld*
May 1999: named president and CEO

Q In the seven years since you were last at *Computerworld*, a great deal has changed. What are some of the market dynamics that are present now that were not present in 1991?

A *Computerworld* was always the industry leader for IT professionals. Syndicated research, focus groups, circulation, market share, ad page growth, etc. were all leading indicators of our success, and we enjoyed unequaled market dominance until 1995, when, due to several factors, we no longer held the lead. The rules changed. IT became a household word in the business press, and the Internet started a frenzy that would continue to reshape strategies, target markets and branding initiatives for our traditional customer base. Today IT Leaders have a multitude of choices from which to access *free* information. And, they are now reportedly on a path to the CEO chair in their companies. The challenge therefore, is to make sure that the brand "Computerworld" is the one they think of when they need the most relevant information, anywhere, anytime, anyplace and in any form. We are on a path to embracing the community of IT Leaders in a way that no other brand can do around the globe. Fundamentally, this means reshaping a newspaper organization into a true information services model. While other publishers have ancillary products that are offered as advertising perks, the Computerworld approach is "community centric." We lead with the community of IT Leaders and produce the products and services they want and need. Buyers are embracing this approach as refreshing, leading edge and more compelling than anything they are seeing from traditional competitors.

Q *Computerworld*'s move to controlled circulation has been a central issue internally and externally for quite some time. What is the current state of the paid/controlled combination and what may we expect to see going forward?

A The question really is, "What do the buyers (IT Leaders) expect from their leading information source and what do the sellers expect to know about those buyers?" The Internet is central to this issue. The most savvy consumers of IT information and products and services are IT Leaders. And they are able to get the latest breaking news from their favorite news site and product information from their vendor Web site. What they need and want to count on for the business/technology analysis of the most pressing issues is an objective authority and one that they know is trusted by their colleagues in their field and in their industry. In order to reach this community of IT Leaders, Computerworld must know more about them than anyone and be able to serve their needs in print, face to face and online. The controlled circulation allows us to gather the data necessary to be the leader of this community. Together with our Information Technology Intelligence Unit, we have over 350,000 IT Leaders about whom we know a great deal. In fact, it is the foundation upon which we are building Computerworld's brand identity as the leading information services company. The value to the client, therefore, is obvious. They want to reach the top echelon of IT professionals who are the business-savvy technology leaders. And, they need to do so across multiple platforms so that they are assured of the greatest number of impressions on those who will make the most important buying decisions.

Q What new initiatives has Computerworld undertaken since defining IT Leaders as its community and information services as a business broader than just the newspaper?

A Our goal is to make sure that we have the best newspaper, Web site, conference series, book series, custom publishing and more. Therefore, we now have Computerworld Press for IT Leaders and our first book hit the bookstores this month. The conference series begins with Storage Networking World and a partnership with the Storage Area Networking Industry Association. The advisory services for IT Leaders will kick off this fall with reports and services for business/technology decision making. The first evidence of this approach being a success is with Compaq and Microsoft. Computerworld is the only brand chosen by both to launch their NT Advantage Program. And it will run in the U.S. edition as well as seven other *Computerworld* titles outside the U.S.

Q Over the last 10 years, at least four IS titles have folded. Might we see more of this?

A We saw the demise of *MIS Week* and *Computer Decisions* when they could no longer attain any significant marketshare against their competitors. Then, *Datamation*, *Open Systems Today*, *Corporate Computing* and others got out of the business. It is likely that we will see another shakeout in the next couple of years. And, IDG can precipitate that by making sure that *InfoWorld* and *Computerworld* collaborate in such a way as to make it unnecessary to read or buy advertising in *PC Week* or *Information Week*. We are on a path to doing just that. And, our other sister brands will aid in the quest.

CIO

continued from page 1

editorial stance will be to talk business first, technology second, and to talk up the importance of the CIO role."

CIO New Zealand was pre-launched in June at a "vendor-free" session the staff organized for leading New Zealand CIOs, which *CIO* U.S. Publisher **Gary Beach** attended. Casement said vendors were not invited because "we wanted to get honest feedback and opinion from CIOs without them feeling constrained by any vendor presence. We also told them that although we were 'press,' the discussions were off-the-record to encourage them to be as open and frank as possible."

According to Taylor, one of the key issues stressed at the magazine's pre-launch event was that its "goal was to create a CIO community in New Zealand – to help CIOs do their job better and to have their role more strongly recognized and acknowledged."

Response from CIOs has been extremely positive, Taylor said. "The strong show of early support we've had from the user community is winning over advertisers. *CIO* magazine's mission is to [help] CIOs and senior technology-involved executives be successful in their careers and make sure New Zealand's largest corporations emerge as winners, not losers, from technology-driven changes to their markets and organizations."

Early in 2000, CIO Media Group plans to launch a reader extranet and in September of next year hold its first *CIO New Zealand* conference.

"As part of our commitment to creating a genuine CIO community we've already completed our first joint-venture research project with Benchmark Communications, a research company that specializes in best-practices research," Casement said. *E-Commerce Best Practice* provides an overview of 13 e-commerce leaders in New Zealand and Australia and is priced at NZ$295 (US$550), "a real bargain for the value it offers."

For more information, contact Doug Casement at doug_casement@idg.co.nz. WU

Around the world with *CIO*

Publications in the *CIO* product line include:

CIO Australia
CIO Canada, as well as the bimonthly *CIO Enterprise*
IT CEO&CIO (China)
CIO India
CIO Korea
CIO New Zealand
CIO U.S., as well as *CIO Web Business* and *CIO Enterprise*

Internet

continued from page 1

tion for ITWorld.com. He has been with IDG for nine years, serving recently as Network World's senior vice president of business development.

"ITWorld.com, will emerge as the premier Web destination to assist computer professionals and other serious computer users in addressing real-world IT challenges," Conlin said. "Bill brings to this important post tremendous insights on the needs of IT professionals."

At PCWorld.com, Fox succeeds Thomas Gewecke, who led the PC World online services group as well as the WebIDG task force. Fox has ambitious plans to enhance editorial offerings on PCWorld.com by not only augmenting the existing reviews, but also by adding regular online columns, creating a more robust features section and further developing the news section to report on events and products that affect business buyers.

"Steve has an ambitious vision for PCWorld.com, as well as a long history with the *PC World* audience," Conlin said. "His leadership will continue the integration between *PC World*'s print and online properties, leveraging each to build one of the strongest brands in the business."

Fox previously served as *PC World*'s editor for 18 months. Previously, he had been editor-in-chief of *The Web* magazine. which he launched, along with its companion Web site, in Sept. 1996. Before that he held a number of positions with *PC World*, including managing editor, senior editor and executive editor for features.

Sandor will be responsible for managing GameProWorld.com, continuing to develop the unique strategic position of the site, expanding promotional and content affiliations and identifying opportunities for new revenue streams.

The GameProWorld portal delivers the latest gaming news, reviews and previews for each of the major gaming platforms, including PlayStation, N64, Dreamcast, and personal computers. In addition, the site provides cutting-edge lifestyle information on music, television and film.

"Cyndy has been the driving force behind GameProWorld.com's successful launch," said **John Rousseau**, President/CEO of the IDG Games Media Group and Publisher of *GamePro*. "Her personal drive and her vision for the Web portal is what is needed to continue its growth." Sandor has been with IDG Games Media Group for nearly five years and in high-tech publishing for more than 16 years.

IDG.net will continue to serve as the network sales force for all of IDG's online products, as well as manage IDG's alliance with CNN and the new online advertising bundles from CNN and IDG. WU

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fax: +415-546-5225
www.gameproworld.com
csandor@gameproworld.com

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501 Second St.
San Francisco, CA 94107
tel: +415-243-0500
fax: +415-442-1891
www.pcworld.com
steve_fox@pcworld.com

IDG

Job Opportunities -September 20, 1999

Circulation Assistant (CIO)
The Circulation Assistant will perform all duties related to subscriber customer service such as address changes, new subscription requests, cancellations, payment problems, missing issues, etc. Responsibilities will also include answering the customer service line, maintaining the customer service database, processing all back issue sales, and providing general administrative support for the Circulation department. Candidate must possess excellent phone skills, general office skills, and be able to juggle multiple tasks. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Editorial Assistant (CIO)
CIO Communications is seeking a talented Editorial Assistant to join its editorial staff. Editorial assistant duties include fact checking and research, assisting and supporting editorial staff, writing occasional short items, and answering reader and PR inquiries. Candidate must be detail-oriented, flexible and a team player, with the ability to work independently. Good communication skills a must. Knowledge of Microsoft Word, Lotus Notes, e-mail and online technologies is helpful but not required. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Web Developer (CIO)
The award winning CIO.com team is looking for an energetic web developer to join the team in Framingham, MA. Qualified candidates should have 2+ years experience HTML and sophisticated site development, along with additional experience in other web technologies. Position will involve use of CSS, DHTML, database-driven systems, and implementation of new technologies within an existing site. The ideal candidate will be proficient in at least one of these areas, and have the proven ability to quickly learn new technologies. In addition, 2+ years of programming experience on either/or Unix or NT would be helpful. Individual must be able to work independently and as a team player. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: N/A, Email: tgjobs@idg.com

Web Producer (CIO)
The award winning CIO.com team is looking for an organized, detail-oriented Web Producer to help maintain and extend our site. The Producer will assist with maintenance and construction of the Web site and on-line products. Responsibilities will include translating articles, news, charts, tables, and various other data types for publishing on the Web, coding templates and pages, site quality assurance, testing new technologies, and working closely with both editorial and business teams to build, maintain, and improve edit workflow, site traffic, and new products. The ideal candidate will have experience in either a fast-paced editorial or large-scale site development environment, have excellent problem-identification, problem-reporting, and problem-solving skills. This position requires the following skills: HTML, tables, forms and frames; general knowledge of PhotoShop and Quark; familiarity with Macintosh, PC, and Unix environments; working knowledge of current Web development tools and technologies. Individual must be able to work independently and as a team player. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: N/A, Email: tgjobs@idg.com

Managing Editor (Computer Currents)
Computer Currents seeks managing editor to track production of regional editions, maintain deadlines, interface with production and art departments, manage copy flow, supervise copy and production editors, and work with the Editor in Chief to maintain editorial and art quality. Experience with Mac Word and Quark required; PhotoShop and Excel experience highly recommended.
Location: Berkley, CA
Contact: R. Luhn, Fax: 510-527-4106, Phone: N/A, Email: rluhn@aol.com

Assistant Sections Editor (CW)
This management position involves both writing and editing feature stories in business and technology. A portion of this editor's time will be devoted to writing features for the computerworld.com web site which will appear in the weekly print edition of Computerworld. Responsibilities include discussing, assigning and shaping stories with writers, editing copy and assisting the Business and Technology editors with page-proofing and other production details. Necessary skills include 2-3 years of editing or writing experience in the computer industry, and some online research capabilities. This position, which reports directly to the Business Editor, also requires strong communication and teamwork skills, good organizational abilities and a demonstrated ability to meet deadlines and juggle multiple tasks. *Location: Framingham, MA*
Contact: K. McIsaac, Fax: 508-879-3760, Phone: 508-820-8647, Email: jobs@computerworld.com

District Sales Manager (FCW)
Federal Computer Week seeks ad sales professional for MD/VA/DC territory. Experience in IT print sales. High energy, self-motivated person responsible for handling major accounts and developing prospects. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Reporter (FCW)
Highly motivated, energetic individual with a nose for news and a clear, quick writing ability needed to cover a civilian agency/technology beat for the print and online editions of Federal Computer Week. 3-5 years reporting and writing feature and analysis stories required, experience covering government, IT, and/or business preferred. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Reporter (FCW)
Highly motivated, energetic individual with a nose for news and a clear, quick writing ability needed to cover a civilian agency/technology beat for the print and online editions of Federal Computer Week. 1-3 years reporting and writing feature and analysis stories required, experience covering government, IT, and/or business preferred. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Group Operations Coordinator (IDC)
The successful candidate for this position should have strong organizational skills and a solid knowledge of MS office products and Lotus Notes. It is essential that you have an ability to handle multiple projects while still meeting deadlines, strong communications skills and a proactive attitude. You will provide general administrative support and client support for research analysts. Specific duties will include: processing client contracts for fulfillment purposes; maintaining client files and research files; making travel arrangements; generating end of month client reports (i.e. renewal, non renewal, etc. info.); maintaining research reference list on a monthly basis; and assisting in the planning and scheduling of staff and vendor meetings. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

Research Analyst, International Access Service (IDC)
The Research Analyst, IAS will be responsible for providing qualitative and quantitative analysis for the IAS product. Position will include high-level client interaction and support of a dedicated client base in both research delivery and business development. Individual must demonstrate a proven track record of working in a deadline-oriented environment. The ideal candidate will be a self-motivated individual with initiative and the ability to complete tasks with limited supervision. Proven technical skills including working with databases and advanced Excel capabilities are essential. An understanding of the International environment especially with regard to IT marketplace are highly desirable. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Senior Research Analyst, Information Access Solutions (IDC)
IDC's Applications and Information Access team is looking for an experienced professional to drive market research and consulting for the fast moving business intelligence market. Research areas cover OLAP, data mining, query/reporting, visualization and information portals. Outstanding skills in data analysis, communication, public speaking, and project management are recommended. Knowledge of data warehousing and decision support technologies is required. Experience in business development is a plus. Responsibilities include driving primary market research, performing statistical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 5-15 years experience in database and decision support is requested.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Senior Research Analyst, International Access Service (IDC)
The Sr. Research Analyst, IAS will be responsible for providing qualitative and quantitative analysis for the IAS product. Position will include high-level client interaction and support of a dedicated client base in both research delivery and business development. Individual must demonstrate a proven track record of working in a deadline-oriented environment. The ideal candidate will be a self-motivated individual with initiative and the ability to complete tasks with limited supervision. Proven technical skills including working with databases and advanced Excel capabilities are essential. An understanding of the International environment especially with regard to IT marketplace are highly desirable. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sales Operations Coordinator, Indirect Sales (IDC)
The Sales Operations Coordinator will be a dispatcher for all incoming sales leads; researching, documenting, and forwarding leads to designated sales staff. The candidate for this position will have experience in a customer service or office assistant role. Customer-oriented phone manner and ability to manage multiple tasks simultaneously are required. The ideal candidate will be detail-oriented with the flexibility and commitment to work in a fast-paced, demanding organization. Knowledge of Windows 95 and Microsoft Office applications required. Previous experience working in the IT industry and/or in a sales environment preferred. Experience with Lotus Notes and the Internet a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Marketing Communications Specialist (WebIDG)
This position is responsible for the creation of marketing projects in support of our various web sites and event products including direct mail, presentations, and sales collateral. Responsibilities will also include the development and maintenance of a marketing database, coordinating mailings, and managing collateral distribution. This position will also manage various marketing projects, supporting the Director of Marketing, as well as agency relations' development from start to finish. Individual must have strong customer service skills, graphic design capabilities, detail oriented, and be able to manage multiple projects. The ideal candidate will be a team player with 2-4 years of marketing experience; preferably in an online environment. The candidate must also possess creative skills as well as proven experience with QuarkXPress, PowerPoint, and HTML. Experience with Illustrator or PhotoShop a plus. *Location: Southborough, MA*
Contact: C. Claflin, Fax: 508-820-3340, Phone: 508-820-7561, Email: hotjobs@nww.com

District Sales Manager (WebIDG)
This hands-on position will manage a district sales function in support of, and reporting to, the Regional Sales Manager. We presently have two openings; one based on the East Coast, and one on the West Coast. The successful candidate will possess a minimum of 2-3 years of proven online sales experience, in-depth knowledge regarding Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. The candidate must be a dynamic, self-starting, detail-oriented team player who excels in a fast paced, competitive sales environment. A proven track record in online advertising sales within the Information Technology industry is preferred. *Location: Southborough, MA*
Contact: C. Claflin, Fax: 508-820-3340, Phone: 508-820-7561, Email: hotjobs@nww.com

Regional Sales Manager-West Coast (WebIDG)
The West Coast Regional Sales Manager will be responsible for selling online advertising in the Western region, cultivating new business opportunities and expanding existing accounts. This position will ultimately manage a group of District Sales Managers. The successful candidate will possess a minimum of 3-5 years of proven online sales experience, in-depth knowledge regarding Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. The candidate must be a dynamic, self-starting, detail-oriented team player who excels in a fast paced, competitive sales environment. Prior progressive and motivating management experience necessary. A proven track record in online advertising sales within the Information Technology industry is preferred. *Location: West Coast*
Contact: C. Claflin, Fax: 508-820-3340, Phone: 508-820-7561, Email: hotjobs@nww.com

Vice President of Sales (WebIDG)
The VP of Sales is a hands-on position working to establish the sales structure of ITWorld/WebIDG. Opportunity involves growing the sales function and establishing all sales procedures, territories and account management strategies. Proven working knowledge of online sales, preferably in an IT environment, as well as track record of consistent performance to and exceeding quota. Minimum of 4 years of prior experience at leading a productive sales force. *Location: Southborough, MA*
Contact: C. Claflin, Fax: 508-820-3340, Phone: 508-820-7561, Email: hotjobs@nww.com

Marketing Coordinator (WEC)
As an intricate part of the Marketing Team, you will assist in the production of direct mail materials and show guides. The successful candidate will manage outside vendors, coordinate Web site content, coordinate sales materials, write promotional copy and work well in a team environment. This position demands a detail-oriented, assertive communications professional with 2-3 years of experience in product or direct marketing and in marketing communications. Trade show experience helpful. *Location: Framingham, MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: N/A, Email: jajobs@idg.com

IDG EMPLOYEE REFERRAL BONUS

YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize -- $2,000 Runner-Up -- $1,500**

RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1999 and September 30, 1999

Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: **$500** **$1,000**

Find the most recent job opportunities at www.idg.com -- IDG Careers

STAR employees earn recognition for performance

STAR Awards promote Service, Teamwork And Results

Named to honor the memory of **Jay Boviard**, IDG's corporate credit manager from May 1988 to February 1994, the IDG Corporate Boviard STAR Awards are designed to encourage and recognize outstanding Service, Teamwork and Results among IDG employees. Up to three awards are presented twice a year. Employees are nominated by their peers and all nominations are reviewed by the selection committee comprising **Ted Bloom**, vice president, corporate controller and treasurer; **Jayne Enos**, vice president, tax and legal; and **Tom Mathews**, vice president, human resources. (Mathews will be leaving IDG this month and will be replaced on the committee.)

Employees from the following business units are eligible for STAR Awards: IDG Corporate Accounting, IDG Corporate Support Center, IDG Global Solutions, IDG Corporate Credit, IDG Corporate Finance, IDG Corporate Tax, IDG Human Resources, IDG Information Services, IDG List Services, IDG Research Services, IDG International Publishing Services and IDG Corporate Legal.

Nominations for the next awards, which will be presented in early 2000, will be accepted beginning in late December. More information and nomination forms will appear in an upcoming issue of *IDG World Update*. Questions regarding the awards may be sent to **Eric Cormier** at eric_cormier@idg.com.

Bob Gleason joined IDG in January 1995 as a network technology specialist. Prior to joining IDG Bob was a PC LAN consultant for Digital Equipment in Burlington, Mass.

Service. As one client remarked, "During a recent project, Bob really stepped up, he offered assistance and ideas that helped us complete our project on time." Bob's clients know that he will provide them with the support they need to be successful.

Teamwork. Said another client, "Bob worked with us during one of our more difficult projects and was very proactive. He offered good advice where needed, explained details and offered solutions." Bob works closely with his clients to encourage a strong sense of teamwork.

Results. "Not only is Bob professional and thorough, he is well informed in his area of expertise. He was there at a moment's notice to assist us with our project, and because of this we saw positive results," noted a third client. "Bob's results-oriented approach guarantees his clients that they will see a positive outcome."

Debi Temple joined IDG in January 1993 as an accounts payable clerk with *Computerworld*. She then transferred into the IDG Payroll group as payroll/systems administrator. Most recently Debi joined the HRIS department and currently works as the HRIS administrator.

Service. One client remarked, "Debi goes above and beyond on a daily basis. It doesn't matter what the request, she is prompt, helpful, calm under tight time frames and, most important, very accurate." Debi's clients know they can count on her to always put in the extra effort.

Teamwork. Said another client, "Debi continued to maintain a high level of customer service while she was splitting her time between payroll and HRIS. She is always willing to do what needs to be done for others and her selfless attitude and team-oriented approach is a huge asset. She is a true professional."

Results. Debi's efforts do not go unnoticed by her clients. "Debi turns requests on a dime, whether for last-minute checks or reports that we just had to have, she would get the job done. Debi's clients know she will work hard to provide them with the results they need.

Cindy Reed joined IDG in November 1997 as a financial analyst. Previously she was a financial analyst/contract administrator for Human Services Management Corp. in Milford, Mass.

Service. Noted one, "One of our biggest customers had pressured us to create a global contract, but we could not meet the request because we didn't have such a system in place. Cindy worked closely with our business unit to create that system." Her commitment to service enhances the IDG Finance Department's value to other IDG business units.

Teamwork. "She appreciates the extra work involved for the international business units and keeps information needs minimal and predictable," said one client. "Her reporting design and analysis has become a key tool in our strategy and development." By working with her clients to solve problems, Cindy encourages a strong sense of teamwork.

Results. "Reliable international reporting is the most critical component in our contracts," said another client. "With Cindy's help, we have had a positive experience with our client, this will lead to the expansion of a global account strategy for other top IDG customers."

noteworthy people

McCloskey

Lee

Fooladi

Kaneshige

Lararus

Salazar

Promotions

Civic.com Editor **Paul McCloskey** has been promoted to editor-in-chief of FCW Government Technology Group's publications: *Federal Computer Week*, *civic.com* and the editorial content of the FCW Web sites. "With nearly 20 years in the business press, Paul is well qualified to assume this role, particularly at this exciting and challenging time in our company's history," said **Edith Holmes**, president and publisher of FCW Government Technology Group. "He has been a reporter and an editor throughout his publishing career... [He joined] *Federal Computer Week*'s launch team as news editor in 1987. By the time he left *FCW* in 1994 to become editor of America's Network in Chicago, Paul had become *FCW*'s executive editor. He returned in November 1996 as launch editor for *civic.com*. A brief two years later, *civic.com* won ASBPE's coveted Magazine of the Year award. I am confident that Paul has the background in publishing and this market and the vision and commitment essential to create an integrated editorial strategy for print and online."

"If I had a pint of Guinness, I would raise it in a toast to **Aoife McEvoy**, our newest senior associate editor of features," said *PC World* Senior Editor **Brad Grimes**. "Over the last couple of years as associate editor, Aoife has carried a prodigious workload. All the while she's kept a smile on her face (check her desk drawers for pints of Guinness) and maintained a healthy, much-appreciated respect for her many, many deadlines."

New employees

Quality assurance specialist **David Lee** comes to IDC from WinMill Software in New York City where he was a project manager. He holds a B.A. in English from the State University of New York/Albany and studied Web development at Clark University in Worcester, Mass. A marathon runner and woodworker, he recently built an addition to his brother's house.

Having recently completed her M.B.A. requirements at Boston College, **Pooneh Fooladi** joins IDC as a research analyst. She enjoys camping, hiking and figure skating in her free time.

John Watts joins IDG Communications as its vice president, business development, and will work with IDG's largest advertisers to develop cross-publication programs. He comes from *Business Week* where he was New England advertising director. He holds a B.A. in English from Chaminade University of Honolulu and a B.S. in marketing from Boston's Suffolk University. A golf enthusiast, he also coaches Little League baseball.

Darren Dickeson joins IDG World Expo as a staff accountant, coming from CVS where he worked as a computational accountant. He earned a B.A. in accounting from Florida State University. He counts fitness and nutrition as his interests outside the office.

Macworld has hired **Kathryn Lunsford** as assistant editor. She was previously a Web designer with Greenhouse Media. She holds a B.A. in English from Emory University in Atlanta and an M.J. from the University of California/Berkeley's Graduate School of Journalism. She now teaches desktop publishing at her Berkeley alma mater.

David Read joins *Macworld* as an editorial assistant. A recent graduate of George Mason University in Fairfax, Va., with a B.A. in English, he was most recently a freelance writer. He enjoys following politics and playing computer games.

Formerly a freelancer at *The Industry Standard*, **Anthony Lazarus** is now a full-time copy editor there. He has previously worked for C|Net, *Red Herring* and the San Francisco Public Library. He earned a B.A. in English and journalism from Brown University in Providence, R.I. He enjoys jazz and salsa dance performances.

Promotions Assistant **Stephanie Salazar** comes to *The Industry Standard* from Levi-Strauss Co. where she worked in sales and customer service. In her off hours she likes to run and hike.

Previously the host and organizer of *The Industry Standard*'s Friday afternoon rooftop Internet industry parties, **Allan Turpin** is now the magazine's accounting clerk. He holds a B.S. in natural resource management from the University of Maryland and enjoys hiking and biking.

Transfers

Tom Kaneshige joins *CIO*'s San Francisco office as senior writer, coming from *Solutions Integrator* where he was an associate editor. Prior to that he was an editor of SVWire, a Silicon-Valley news service covering technology for multiple publications, and Edittech International, a tech trend news service. He holds a B.A. in English literature from the University of California/Santa Cruz and was a martial arts program director for the YMCA.

Returning employees

Mariaelena Robles returns to *PC World* Information Systems as client services manager after working as help desk manager for Siebel Systems, Inc.. Prior to that, she was a senior systems specialist at *InfoWorld* then joined the help desk team at *PC World*. In her new role with *PC World*, Mariaelena will oversee help desk operations, manage inventory, delivery and installation of new equipment, and monitor and enforce quality client service and customer satisfaction.

All business units are welcome to submit information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16
Mary Fanning *Network World*
John Gallant *Network World*

15
Cheryl Crivello *Network World*

13
Gail Franks *Computerworld*
Michael O'Neil *IDC Canada*
Janet Glynn *IDG*

12
Sandra Kupiec *Network World*
Gary Beach *CIO*

11
Hilary Kushinsky *IDG*

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Alexa McCloughan *IDC*
Lynda Rosenthal *CIO*

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Simona Cattaneo *IDG Italy*
Maureen Whiting *Network World*
Bobbie Cruse *Network World*
Bill Bernardi *Network World*
Jim Duffy *Network World*

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Donna Moschella *IDG World Expo*
Debra Becker *Network World*
Mary Martin *FCW Government Technology Group*
Rosemary Pickett *IDC*
Donna Silva *IDC*
Diane White *IDC*
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Cheryl Talamini *IDG*
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Laurie Gomes *Computerworld*
Frank Hayes *Computerworld*
Thomas Oleson *IDC*
Paul Carlin *IDG*
Keith Kenner *CIO*
Glenn Mosesso *IDG*
Carol Zarrow *CIO*

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Jesse Chooi *IDC Malaysia*
Andrea D'Amato *Network World*
John Fisher *Network World*
Betty Amaro *Network World*
Susan Rastellini *Network World*
Mary Ann Kilroy *Computerworld*
Matthew Hamblen *Computerworld*
Margaret Welsh *IDC*
Steve Inza *IDG Int'l. Pub. Svcs.*

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Marianne Kolding *IDC U.K.*
Lisa Kaplan-Adase *Network World*
Marc Songini *Network World*
Rebecca Randell *Network World*
Dodi Rabinowitz *Network World*
Cindy Panzera *Network World*
Kevin O'Keefe *Network World*
Mark Hiatt *Network World*
Melissa Reyen *Network World*
Maureen Grady *Computerworld*
April O'Connor *Computerworld*
James Cains *IDG Books*
Dorothy Gartin *IDG Books*
Rolly Delrosario *IDG Books*
Andrea Burnett *IDG Books*
Andrew Brandt *PC World*
Todd Datz *CIO*
Steve Singer *CIO*
Susan Law *IDG*
Karen Budreau *IDG*
Margaret Mitchell *CIO*
Teresa Haas *CIO*
Nancy Weil *IDG News Service*

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Alex Greed *IDC U.K.*
Natalie Vercauteren *IDG World Expo*
Karen Whitman *IDG World Expo*
Hillary Freeley *Network World*
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Phil Hochmuth *Network World*
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Rory Bevins *IDG Books*
Alison Walthall *IDG Books*
Tonia Morgan-Oden *IDG Books*
Elaine Manglicmot *IDG Games Media Group*
Lloyd Kosh *IDC*
Aaron Shatz *IDC*
Kathleen O'Reilly *PC World*
Irina Banshchikoba *IDG*
Karen Whitman *IDG World Expo*

IDC Canada's O'Neil named to board

IDC Country Manager **Michael O'Neil** has been elected to the board of directors of the Information Technology Association of Canada (ITAC).

O'Neil

ITAC represents more than 1,300 companies in the computing and telecommunications industry. O'Neil is one of 29 voting members on the board, most of whom are senior executives with major Canadian IT vendors such as Compaq Canada, Xerox Canada and Microsoft Canada Co.

"It is very unusual for a relatively small company like IDC Canada to be given a seat on the board," O'Neil said. Established in 1984, IDC Canada has 35 employees. "However, ITAC's president, Gaylen Duncan sees us as being able to contribute in a meaningful way to the advancement of the Canadian IT industry." Duncan invited O'Neil to join the board, and he was formally installed in June.

ITAC's mission is to identify and be the leader on issues that affect the industry and to advocate initiatives that will enable its continued growth and success. The ITAC board meets several times during the year to review new public policy developments of common interest, such as e-commerce, "brain drain" (i.e., migration of skilled Canadian workers to the U.S.) and the perception of IT within Canadian business and the Canadian population. It also reviews ITAC's legislative agenda and discusses program initiatives such as the IT industry's annual salary and compensation survey.

"The ITAC board is seen as the best venue for senior IT executives to meet," O"Neil said. "Being involved with the ITAC board allows me to build personal relationships with key client executives, and to understand the broad issues that they are wrestling with. This in turn helps me to position current and future IDC Canada research to meet the needs of our clients' senior managers."

More information on ITAC can be found at www.itac.ca.

celebrating 10!

Name
Ken Fuller

Home
Stow, Mass.

Joined IDG
January 1989 as a credit analyst.

Current title
Assistant Credit Manager. We manage the receivable base for most IDG U.S. business units.

Most challenging part of your job
Convincing a customer that it is in their best interest to pay their debt.

Best part of your job
Almost every day presents a new opportunity to make a difference to one of our customer's bottom line.

Latest accomplishment
Rebuilt the motor on my boat

What's kept you at IDG for 10 years?
I like the people who I work with and the industry that we service.

Interests outside the office
Snowmobiling, auto racing and SCUBA diving

Family
Wife Michelle and children Tony, 17; Joe, 12; and Ryan, 6

Dream destination
Australia's Great Barrier Reef or Yellowstone National Park in the middle of winter.

Fantasy job
Race car driver

First job
Gas station attendant

Favorite vacation spot
Newport, R.I.

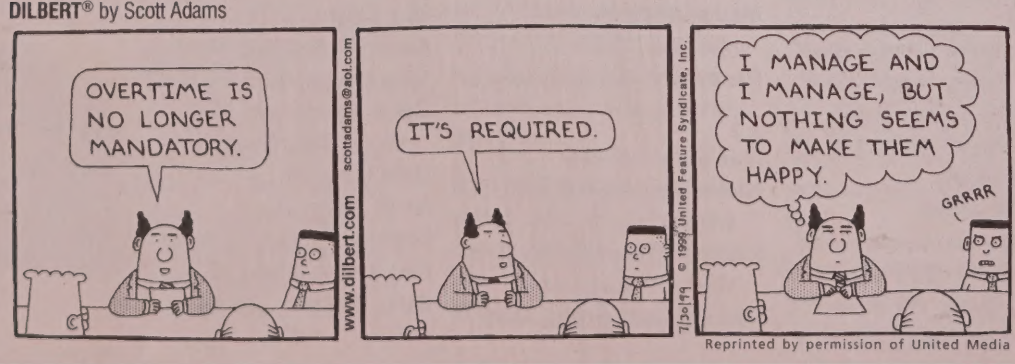
*IDG Chairman **Pat McGovern** escorts IDG's **Ken Fuller** to dinner at the Ritz-Carlton in Boston in honor of the latter's 10 years of service to the company.*

If you won the lottery tomorrow, you would
Hire my closest friends, whose job it would be to see that we had a good time.

Retirement dreams?
To purchase a house on Grand Cayman, fish and SCUBA dive.

Manager's profile
"I have come to rely heavily on Ken's financial expertise and analytical skills; he readily shares his knowledge. Ken is always willing to pitch in and help out; he remains calm and focused during our department's crunch times. He works closely with our customers and business units through the most challenging situations. Ken's contributions to the success of the department during his tenure have been numerous, and I consider myself very fortunate to work with him."

— Amy Hanania, IDG corporate credit manager


DILBERT® by Scott Adams
OVERTIME IS NO LONGER MANDATORY.
IT'S REQUIRED.
I MANAGE AND I MANAGE, BUT NOTHING SEEMS TO MAKE THEM HAPPY.
GRRRR
www.dilbert.com scottadams@aol.com
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Asia/Pacific Forum schedule for Jan. 23-25, 2000

The Greater China IT Forum, originally scheduled for Sept. 27-28 in Hong Kong, has been rescheduled for Jan. 23-25 and will be called the Asia/Pacific IT Forum.

The IDC event will be held at the Singapore International Convention and Exhibition Center.

For more information, go to www.idc.com.sg/APITF or contact **Mike Cleary** at IDC Australia, mcleary@idc.com.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

IDG Sweden's *Personal Companion World* targets mobile technology

Promotional issues of Personal Companion World will be distributed with nine different IDG Sweden publications during October and early November. The first issue will debut Nov. 25, distributed with MikroDatorn.

IDG Sweden will soon unveil its 16th publication, *Personal Companion World*, that promises readers "everything you need to know about the mobile world."

According to IDC, worldwide smart handheld devices shipments grew 43% during 1998. The mobile phone market is also growing; in 2003 approximately one billion people worldwide will be using mobile phones.

This year 140,000 handheld computers will be sold in Sweden, an increase of about 103% according to IT Research/Executive Report. The possibilities for these types of products are endless and, among others, Ericsson and Nokia will introduce a large number of products for this segment in the next few months.

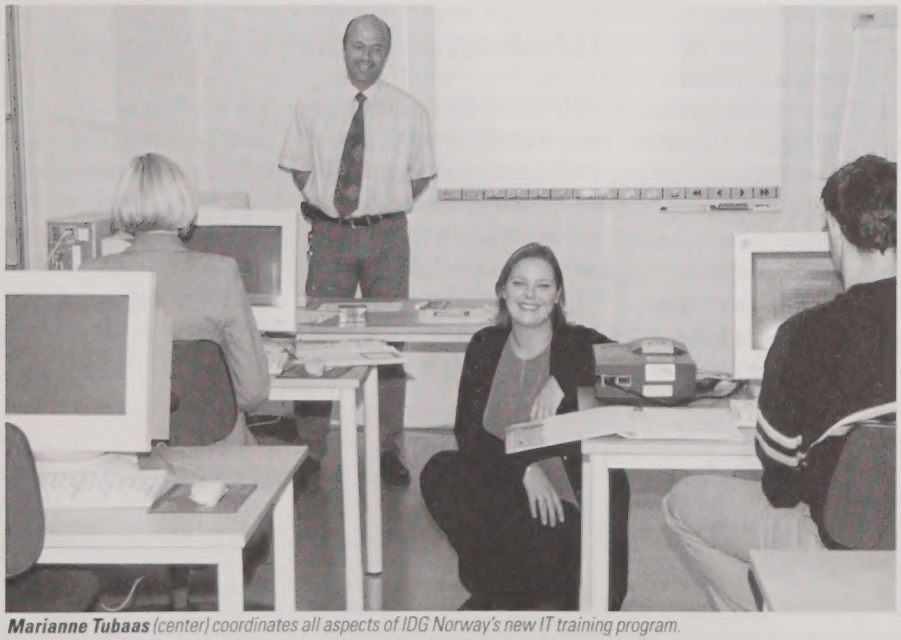
"We have seen an increasing need for information about this market, and there is an enormous interest in learning how to use their devices more efficiently," said Editor **Klas Granström**, who joined the company in February and is also *MikroDatorn*'s news editor. "And, of course, people want to know all they can about the new and emerging technologies."

Lennart Ekner of IDG Sweden's Business Development Group, which works with start-up projects, said manufacturers and distributors of mobile data and communication products have welcomed *Personal Companion World* as a "long-awaited channel to the users."

The magazine will examine the practical and business use of mobile technology and provide in-depth coverage of all new product releases. It will cover all the mobile platforms such as Epoc, Palm, Windows CE as well as the mobile segment of the traditional Windows 98 market. *Personal Companion* will also include news and features about wireless technologies such as WAP and Bluetooth, which straddle the computer world and the telecom world.

continued on page 5

IDG Norway enters IT training market with in-house facility



Britt Wang Loevik

***Marianne Tubaas** (center) coordinates all aspects of IDG Norway's new IT training program.*

IDG Norway has added to its substantial portfolio of publications and expos with an IT training division that opened its doors last month.

IDG Kompetanse ("IDG Competence"), a sub-unit of the business unit's expo group, plans to organize 22 courses and train 140 people by year's end. Among the offerings: LAN, Ethernet, TCP/IP, Windows NT 4.0, Internet, FrontPage 98, Web Design, Word, Excel, PowerPoint and Access. IDG Norway recently built two classrooms within its building to house the program. Most classes run for three days, while others are shorter.

Currently the staff offers classroom training taught by some of the best trainers in the country, said IDG Norway Managing Director **Morten Hansen**. The group is considering offering computer-based training, as well. Those courses would be held at IDG Norway with a trainer present to assist with questions.

continued on page 5

in brief newsworthy

The Industry Standard publishes its biggest issue, compiles inaugural list of influential firms

The Internet is a certified cultural phenomenon, but what companies make it run? *The Industry Standard*'s editors came up with 100 of them for its inaugural "Standard 100" list, published earlier this month.

Unlike traditional "top" lists that rely exclusively on hard data for rankings, the Standard 100 consists of companies defined by their importance and influence on the Internet economy and not necessarily the amount of traffic they see or their financial results.

"The Standard 100 represents a subjective listing of how our editors, who have been immersed in the culture of the Internet and who have an excellent pulse on their respective beats, define and analyze the Internet economy," said **Jonathan Weber**, editor-in-chief of *The Industry Standard*.

The Standard 100 is divided into 10 categories with 10 companies in each category. The categories reflect all aspects of the Internet economy, from retail and media to networking equipment and telecommunications services.

"Within each category, we used a mix of hard metrics – revenues and traffic, for instance – and our own assessment of a company's influence and long-term prospects to come up with the top 10," said Executive Editor **Eric Savits** in his introduction to the list.

The list includes some obvious firms – Amazon.com, Microsoft Corp., America Online, eBay, AT&T, Network Associates and Andersen Consulting – as well as some – Webvan, Healtheon, NetZero and Internet Entertainment Group, dubbed by *The Standard* as the Web's most successful pornographer – chosen for their impact and influence.

THE INDUSTRY STANDARD
A GIMMICK RUN AMOK
PRESS FALLS FOR EBAY PRANKS
THE COMING BANDWIDTH GLUT
100 NUMBERS YOU NEED TO KNOW
THE STANDARD 100
THE MOST IMPORTANT COMPANIES IN THE INTERNET ECONOMY

"Our list includes companies that have pioneered certain categories on the Web," said **Kerry Zeida**, vice president, marketing and brand development. "Our point is that the Internet has revolutionized everything. These sites have created whole new channels of distribution."

Expected to be an annual feature, the Standard 100 is the cover story in *The Standard*'s 260-page Sept. 20 issue, its largest to date. Of those 260 pages, 140 are ads, and half of those ads tout Internet services or sites. The Sept. 17 issue of *The Wall Street Journal* ran a page B1 story on the proliferation of "dot com" company ads in magazines of all varieties, and noted *The Standard*'s recent mega-issue. **John Battelle**, president and CEO of *The Industry Standard*, told the *Journal* that new Internet firms often buy "brag ads" to herald their achievements. "You can buy a spread a make a bold statement. You can't yell online," he said.

For more information, go to www.thestandard.com. WU

FCW's Anne Armstrong appointed CEO of Virginia technology center

Anne Armstrong, former editor-in-chief of *Federal Computer Week* and a member of the publication's original launch team 13 years ago, has been appointed president and CEO of the Commonwealth of Virginia's Center for Innovative Technology (CIT). Armstrong will direct CIT in its role as a catalyst for technology-based economic growth throughout the state.

In her new role, Armstrong will focus on maximizing Virginia's technology momentum through a spectrum of initiatives that encourage and assist the growth of technology companies and industry sectors. CIT works as an integral component in the Virginia Secretary of Technology's vision for accelerating technology-driven economic expansion in the Commonwealth.

"This appointment is both a high honor and a wonderful opportunity that Anne cannot refuse," said FCW Government Technology Group President and CEO **Edith Holmes**. "I know everyone at *FCW* will wish her the very best in her new role as ambassador for technology in the Commonwealth and thank her for nearly 13 years of service."

Armstrong

"The large number and quality of applications, as well as the level of national interest attracted by the search for a new president, underscores the importance of CIT and the strength of Virginia's technology economy," said Erich Windmuller II, chairman of the board of directors of Virginia's Innovative Technology Authority (ITA) and CIT, the nonprofit corporation that is the operating arm of ITA. "Anne brings the critical skill sets required to bring together and focus Virginia's assets to affect technology-business-driven economic growth." WU

IDGB unveils *eBay For Dummies*

eBay afficianados have a new resource to help them through the ins and outs of buying and selling on the Web's hottest online auction site. *eBay For Dummies*, written by a trio of eBay experts, covers such basics as registration, site navigation and setting up your own "My eBay" page as well as advanced topics such as bidding and selling techniques, completing sales transactions and using bulletin boards and online communities. *eBay for Dummies* costs $19.99 and is available on IDG Books' Web site at www.idgbooks.com. WU

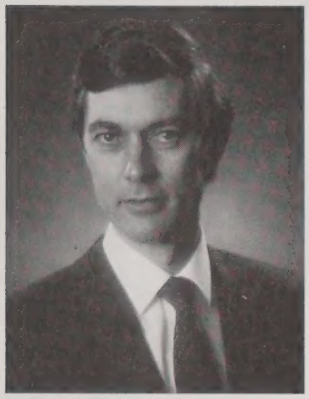
Taiwan staff safe

Employees at IDG Taiwan, IDG Global Solutions Taiwan and IDC Taiwan are all reportedly safe following last week's devastating earthquake. The Sept. 25 issue of *Computerworld Taiwan* will not be published, however, due to power outages and other infrastructure problems at the printer. A decision will be made soon as to whether or not IDC will hold its Directions briefing session on Oct. 6 in Taipei.

executive

Q and A

Kirk Campbell
The president and CEO of IDC is this week's columnist.



IDC at-a-glance

Headquarters
Framingham, Mass.

Employees 837 (465 in the U.S., 372 internationally)

U.S. offices 8

International offices 45

U.S. press citations
For the 10-month period ending June 1999: 14,596 quotes for a 33% share. Next highest is Forrester with 15%.

Q Will this be another record year for IDC?

A Yes, I'm pleased to report that IDC will end its 35th year with strong over-plan results. We forecast annual revenues will reach $143 million, which will represent a $25 million one-year increase. Operating profits are projected to be $15 million, which is a 74% improvement over last year. Due to outstanding work by each member of IDC's worldwide team, every IDC region is rapidly growing its profits. The highest profit growth will be reported by our Asia/Pacific regional business unit led by **Dennis Philbin**, where profits will more than triple.

Q Has IDC's market position changed over the past year?

A I believe that IDC's market position has continued to improve. We find that customers are spending increasing amounts with the major research companies and reducing or dropping spending with smaller companies. Certainly, IDC's positioning as a global company with comprehensive market research covering every IT sector as well as providing focused, in-depth coverage has played a major role in our growth. Many customers are selecting IDC as their source to standardize on globally for IT market numbers and analysis. IDC continues to be in the No. 1 position selling to Wall Street. We also made excellent progress in signing new end-user customers to access IDC's research analysts for IT advice.

Q What is the "re-engineering" of IDC Europe?

A IDC regularly adjusts its organization to make certain that we are well aligned with customer trends. Our business in Europe consists of two types of customers: regional and country. We develop research at the country level to sell to the national customers in each country. A large and rapidly growing business is producing pan-European research for regional customers. For many years, IDC has had European "expertise centers" mainly located in London, Amsterdam and Copenhagen that focus on regional research. Selling to both country and regional customers has always been managed by our country offices.

During this year's strategic planning process, IDC's senior managers in Europe determined that we need to develop a better strategy for selling to regional and country customers and to facilitate global selling. Effective with the new fiscal year, IDC Europe is launching a centrally managed regional selling team to be led by **Keith Henry**. This team will sell mainly to our top 50 U.S.-headquartered regional customers in Europe. IDC will continue to have sales teams based in each country that will concentrate on selling to European-headquartered vendors (such as Siemens, France Telecom, Nokia, etc.) as well as the large universe of customers below the top 50. As part of this important change, IDC will increase its overall European sales team by 75% to penetrate deeper into our large accounts and bring in many new customers to IDC. We expect that FY 2000 will be a year of record sales growth for IDC Europe.

Q What are IDC's new product plans for FY00?

A IDC will be launching new research programs in a number of hot market sectors including Internet Portals Branding, Customer Relationship Management, Application Service Providers, Supply Chain Software and Services, Telecom Billing, Speech and Natural Language Software, just to name a few. Our most important launch will be two new "eBusiness Advisor" Internet programs. One program is called Consumer eCommerce Advisor and the other is On-Line Financial Services Advisor. We will be targeting as customers the Internet executives managing e-commerce in both traditional and dot.com companies. This is a high-priority new customer base for IDC. The full-time product champion for this new eBusiness Advisor business is **Sean Kaldor** who is being actively assisted by **Frank Gens** and **Gigi Wang**. We expect the Internet executive advisory business to become a major business for IDC so we are making large investments in FY 2000 as we hire dedicated research analysts and sales employees.

Q What is Project Atlas?

A Project Atlas is a multi-country, Web-based survey that IDC conducted this summer. The survey was posted to the Web in 13 languages and over 15 countries and drew over 25,000 survey respondents. Questions examined Internet usage and behavior, demographics, commerce, surfing habits and language preferences. While the results are not a statistically representative sample of Internet users, since the respondents were recruited via banner ads on local portals, the information is valuable in helping to corroborate our other global Internet research such as the data in IDC's 35-country Internet Commerce Market Model. IDC believes Project Atlas is one of the most extensive global Internet surveys conducted in local language. IDC analysts in many countries worked on the questionnaire and arranged relationships with local portals. **Alan Farias** managed the worldwide team and will produce the analysis. Project Atlas demonstrates IDC's ability to rapidly produce truly global research, which is a capability competitors have a difficult time matching.

The Minus Man a positive experience for *CIO*'s McCreary

The movie based on his 1991 novel opened this month in U.S. theaters

Moviegoers on the *CIO* staff could be excused for looking over their shoulders these days. After all, the man who breathed life into small town New England serial killer Vann Siegert, whose story is currently gracing movie screens throughout the U.S., toils in their midst.

Editorial Director **Lew McCreary**'s 1991 novel, *The Minus Man*, was brought to the big screen this month by Hollywood director Hampton Fancher, who also wrote the screenplay for *Blade Runner*. Based on an actual serial killer investigation that took place in New Bedford, Mass., *The Minus Man* tells the story of a seemingly easygoing drifter whose arrival in a sleepy coastal suburb is the precursor to a series of mysterious disappearances among the locals.

McCreary spent 14 months writing the novel, which he says, was originally conceived as a short story. "I was fascinated by the idea of a malevolent immigration of evil into a fictionalized Massachusetts community. It kept getting longer because I was really intrigued with the killer's voice."

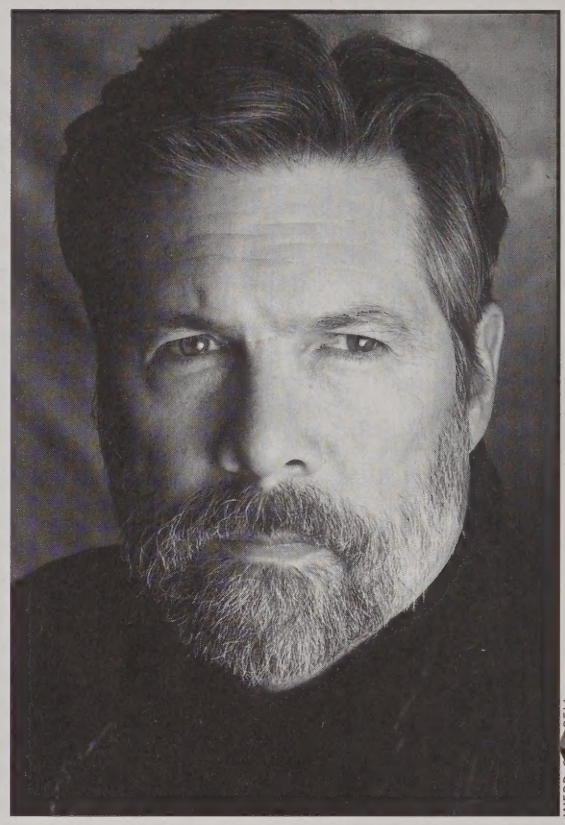
According to McCreary, it took Fancher, who purchased the film rights in 1995, five months to write *The Minus Man* screenplay. Then he had to raise the money to get the film made. "The selling of the idea was extremely arduous," McCreary said. "Deals *almost* happen frequently and then fall through. One of the production companies who said yes early on was Shooting Gallery [producers of *Sling Blade*]. They took some money out of the budget by rewriting it for a West Coast setting. It cost $2.5 million, and everyone who participated did an extraordinary job in bringing value to the screen for that small amount of money."

McCreary said "the real delight" for him in the three years between the optioning of the film rights and the beginning of shooting was that "Fancher kept me really involved and let me play in that sandbox." Although Fancher chose to focus on different aspects of the book, McCreary said, "the choices he made of what to include and what to leave out were sound and smart, and I never doubted that his vision was anything less than acceptable. When you sign that contract they can turn it into musical comedy if they want. He cared enough to get it right. He kept me involved in casting and musical decisions and paid attention to my opinions. And he let me be in it!"

McCreary appears as a solitary diner in a small town restaurant. His two daughters, Molly, 11, and Hannah, 8, who also got a chance to make their acting debuts, are part of a group of rowdy kids at the table next to McCreary's. "So I move to a different table and into the orbit of the killer," McCreary said. "In the process, I had to knock a glass of water off the table, and in rehearsal Fancher asked if I could not make it look like I *had* to knock the glass off. It's anxiety-provoking in a low-budget film because you only get two or three takes. I did it in one take. It was cringe-inducing to see on screen, but Fancher tells me I'm a natural actor."

The reviews of the film, McCreary said, range from "great" to "appalling." "The actors [who include Owen Wilson, Janeane Garofalo, Oscar-winner Mercedes Ruehl and musicians Sheryl Crow and Dwight Yoakam] are all being recognized for great performances. It's very satisfying. Plus the book is back in print from Grove Press."

For more information contact McCreary at mccreary@cio.com or go to www.theminusman.com. After opening exclusively in New York and Los Angeles, *The Minus Man* went into wider U.S. release on Sept. 24. WU



WEBB SELL

Lew McCreary *is now at work on another novel. An earlier book, Mount's Mistake, was published in 1987.*

"[Minus Man Director Hampton Fancher] cared enough to get it right. He kept me involved in casting and musical decisions and paid attention to my opinions. And he let me be in it!"

- CIO's Lew McCreary, talking about the process of making his book into a Hollywood film.

Job Opportunities –Week of September 27, 1999

Office Services Assistant/Receptionist (CIO)
CIO Communications is seeking an Office Services Assistant/Receptionist. Responsibilities include greeting guests, maintaining reception area, telephone coverage, scheduling vendor meetings and miscellaneous office duties to include filing, copying, faxing and purchasing office supplies. This individual will also assist with various special projects as assigned. The ideal candidate will possess 2-3 years office experience in a professional environment and good interpersonal skills. Knowledge of Word and Excel preferred. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Features Editor (CIO)
The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus; assist in the idea-generation process; assign stories; and write occasional short items. The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. Three years of feature editing experience is required.
Location: Framingham, MA
Contact: T. Gump, Fax: 508-935-4600, Phone: N/A, Email: tgjobs@idg.com

Ad Production Coordinator (CIO)
CIO Communications is looking for an Ad Production Coordinator to join its production team. The individual in this position will work closely with clients, agencies, sales offices in the booking of ROP advertising, tracking and shipping of ad materials, organization of insertion orders, input of billing information, and maintenance of records and reports. This person will also work with production and sales regarding layout positioning. The ideal candidate will be detail oriented, possess strong organization skills and have the ability to handle multiple tasks. Excellent phone manner and the ability to prioritize in a deadline sensitive environment required. 1-2 years administrative, advertising and print & production experience a plus.
Location: Framingham, MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Sales Associate (CW)
The Sales Associate will be responsible for providing sales support for the Account Director in the Irvine, CA territory and will provide support to other sales teams as required. The Sales Associate will also be responsible for all sales administration functions, on-line sales, prospecting within the territory and participating as a value-added member of the sales team on sales calls. The Sales Associate position requires excellent verbal and written communication and organizational skills. Attention to detail and follow-up are necessary. Knowledge of technology, Internet Commerce and Telecommunications is desired. Working knowledge of MS office applications also required. A minimum of 1 - 5 years of sales-related experience and a bachelor's degree or equivalent work experience are also required. *Location: Irvine, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Technology Editor (FCW)
Federal Computer Week and Civic.com seek a technology editor to manage technology and industry coverage for monthly, weekly, and daily editions of the publications. Candidate is someone with enthusiasm for and vision of technology and business news and trends. Will lead and manage team of 6-10 editors, reporters, and freelancers in producing news, features, and product comparisons for audience of public sector IT managers. Five to seven years experience as reporter and editor desired.
Location: Falls Church, VA
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Senior Account Executive, Industrial/Financial Accounts (IDC)
IDC is seeking a Senior Account Executive whose responsibilities will include calling on financial and industrial clients and prospects to maintain and grow base of these clients in their respective industries. Will also be responsible for bringing on new clients from financial, industrial and media industry (PR, publishing, etc.). Experience in selling market research or customer support experience preferred. Proficiency in basic territory management skills and sales automation tools, i.e., Notes, Excel, Word, Powerpoint is required. Minimum of three years experience. BA/BS preferred. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Editor (IDC)
Publishing Services & Technologies (PS&T) seeks a talented, independent Research Editor for various consulting and special report projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy, working with authors to fine-tune their writing, datachecking, and proofreading documents before publication. Strong Microsoft Office Suite skills, especially Word and Excel, are required. Familiarity with QuarkXPress and Adobe applications is a plus. The ability to work under tight deadlines and to juggle many projects at once is a must. A bachelor's degree and three to five years of experience in a technical environment are preferred. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

VP / Program Director, Internet & eCommerce Strategies (IDC)
IDC is seeking a Vice President/Program Director who will serve as an articulate product champion to drive IDC's research on the future of Internet and eCommerce adoption. This is one of the largest practice areas at IDC currently, and has the potential to grow exponentially. The ideal candidate will have experience in analyzing future ecommerce scenarios, a track record of building solid research methodologies, the capability to write research reports, and be able to guide a team of research analysts. This is a high-visibility position inside and outside of IDC. This position will be based in Framingham, MA.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Manager, Residential Broadband & Telecom (IDC)
IDC is seeking a Research Manager to manage the research deliverables for the Residential Broadband and Telecom and Small Business Telecom Services Programs. Candidates must have good writing skills, excellent customer relations skills, and be able to work in a demanding and fast-paced but friendly environment. Extensive telecommunications industry experience and knowledge of market research practices required. In addition, this candidate must have an aptitude and interest in exploring new technologies and research areas in telecoms. Candidate must also have a working knowledge of MS Word and Excel. Bachelors degree required, Masters preferred but not a prerequisite. Teamwork mentality, sense of humor and 'can do' team attitude required! *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Sr. Research Analyst/Research Mgr, Asset Management Services (IDC)
IDC's Asset Management group has an opportunity for a high-energy team player. The ideal candidate will be able to articulate to our clients the steps that vendors are taking to protect their customers' investments in technology assets, especially investments in servers and/or storage. Senior research analysts are responsible for independently forecasting the price of a variety of hardware products. Frequent contact with clients via phone is a critical part of the job. They also conduct studies that require modeling and analysis of survey data. In addition, senior research analysts are responsible for writing research reports including news flashes and white papers. This position requires a good understanding of financial concepts and technology, as well as excellent communication, consulting and project management skills. Knowledge of creative financing techniques and total cost of ownership methodologies is a plus. Bachelor's degree in economics, finance or computer sciences is desired together with advanced spreadsheet modeling skills. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Sr. Account Executive, Asia/Pacific & European Research (IDC)
IDC is seeking a Sr. Account Executive for A/P and European Research. This individual will be responsible for the sale of A/P and European regional products in the US, primarily to US headquartered companies and will work with the IDC US, A/P and European sales force in proactive selling and account management. This person will be responsible for completing all sales activities regarding A/P and European regional products, including forecasting, account planning, prospecting, generating proposals, closing business, etc. Candidates should have at least 5 to 7 years direct selling experience in the IT Industry, preferably in IT services. Knowledge of the A/P and European IT market is desired, but not required. This position requires demonstrated sales skills, including prospecting, presentations, proposal generation, account management, forecasting and closing. *Location: Mt. View, CA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Operations Coordinator, Interactive Products & Services (IDC)
IDC is seeking an Operations Coordinator who will facilitate the client account set-up and fulfillment process for IDC's Interactive Products including Internet, Intranet, and Lotus Notes. Will act as a liaison with sales operations to create and manage appropriate processes and procedures. Ensure optimum process efficiency by analyzing and implementing appropriate workflows and processes. Act as a project manager for Interactive Products integration with new and revised internal systems. Assist Product Managers in managing the client beta test process Track and report on Interactive Product usage and revenue statistics. The successful candidate should be proficient in MS Office Suite products (Word, Excel, Powerpoint), and Lotus Notes, possess web browser navigational skills for the Internet and proven ability to learn computer software packages and new systems skills quickly. Strong customer service, organizational skills and attention to detail is essential.
Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

West Coast Sales Associate (IDG Games Media Group)
GamePro Magazine an IDG publication and a division of IDG, the world's leading IT media, research and exposition company is looking for a West Coast Sales Associate to provide support to the West Coast Sales Team. Responsibilities include administering RFP's, processing insertion orders and, assisting with territory development. Will work with the Sales Manager to ensure timely and accurate posting of print campaigns, along with client relationships building, sales call presentations and follow-up. At least 2 years proven experience in an ad agency, sales, publishing or media environment required. Qualified candidates must be highly organized, detail orientated, self-starting with strong customer service. Ability to manage multiple tasks and work well under deadlines in a fast paced environment. Must have working knowledge of basic software including Excel. PowerPoint along with video/PC game interest or knowledge of the industry is a plus.. *Location: San Francisco, CA*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

HR Representative (IDG/B)
IDG Books Worldwide has an exciting career opportunity for an HR Rep to join a progressive Human Resources team in a dynamic organization. Responsibilities include employee relations, recruiting, training, professional and performance development, compensation planning and organizational development. Advanced proficiency with MS Office (Word, Excel, Access, PowerPoint a plus). Working knowledge and some hands-on experience with database management application (HRIS). BA/BS degree with 4+ years' progressive HR generalist experience (publishing industry a definite plus), solid recruiting/interviewing experience, and expertise in employment law. Must have strong interpersonal, problem resolution, and negotiation skills. Excellent written and verbal communication skills, detail oriented with the ability to multi-task in a fast paced environment and the ability to maintain collaborative relationships in a dynamic work environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Account Executive (IFW)
In this newly created position, the account executive will partner with the national sales director of IFW's Smart Solutions group. General duties include prospecting and increasing sales of custom publishing & other integrated sales packages. Must have thorough understanding of & experience in publishing. Creative & big picture perspective ideal. Requires 5 years minimum experience in publishing and advertising sales. *Location: East Coast*
Contact: T. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@computerworld.com

Online Sales Specialist (IFW) (2)
Working closely with the InfoWorld ROP Sales Team and with the assigned outside online (.com) sales manager, the sales specialist will support the online selling efforts by servicing the accounts, providing research for the region and building relationships with advertisers and ad agencies. Requires 1-2 years sales experience and ability to prospect new account opportunities. Excellent interpersonal, team-building & influencing skills desired. *Location: San Mateo,CA*
Contact: T. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@computerworld.com

Associate Business Systems Specialist (IFW)
InfoWorld is seeking an Associate Business Systems Specialist who will join the information systems team as the technical support for all business related databases. S/he will provide consulting services and be responsible for the analysis, design, implementation, and operation of the company's internal web applications, database applications, and new business development. S/he must have 2-5 years of programming experience in Lotus Script, or HTML. S/he must be fluent in Lotus Notes Domino development and all core technologies used in web development and operations. S/he must be creative in implementing new ideas and work well with business development, sales, editorial and other internal departments, as well as outside vendors. *Location: San Mateo,CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

Sales and Marketing Coordinator (Mac Pub)
The ideal candidate for this position will work directly with the Publisher, Associate Publisher, and Senior Marketing Manager to implement and execute sales and marketing programs. In addition to the day to day administrative duties, other responsibilities will include assisting clients and readers with questions, problems, and concerns, acting as the sales database administrator, maintaining the marketing budget, and assisting with the planning of tradeshows and events. This position requires a minimum of 2 years of related experience, excellent communication and project management skills, strong customer service skills, proficiency in MS Word, Excel and Filemaker Pro, a demonstrated ability to meet deadlines and juggle multiple priorities, as well as the ability to work both independently and as a team player. *Location: San Francisco, CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

Lead Senior Web Software Engineer (NW)
Network World is looking for a creative senior web software engineer to lead a growing team of 3+ individuals responsible for the design, development and support of our online initiatives. On our web site, (http://www.nwfusion.com), we are currently running an Apache web server on Solaris and are looking for an individual to lead the team. Experienced and interested in personalized web publishing, streaming audio/video, interactive RDBMS web applications, XML, search technologies, & high volume web sites? Then come join the fun at Network World, Inc.! This lead position requires someone with 3-5+ years of experience developing large scale web sites with knowledge and/or expertise in the following technologies: C/C++, Java, Perl, CGI, UNIX/Solaris, Apache, RDBMS systems and web membership authentication schema. The individual should also possess a working sys admin knowledge of Solaris and Apache and enjoy working in a team based environment. Individual must also have excellent planning, organizing, and time management skills. Supervisory experience, e-commerce and a sense of humor is a plus. *Location: Framingham, MA*
Contact: E. Hart , Fax: 508-820-3320, Phone: 508-820-7561, Email: hotjobs@nww.com

Web Producer (NW)
Network World is looking for a creative web producer to join our growing team. This person will be responsible for providing web production services to our internal departments and be responsible for the design, implementation and production of our corporate web site. Qualified candidates must have 1-2 years experience in the development and production of intranent or internet web sites. This person should be experienced working with FrontPage, HTML JavaScript, dynamic HTML and capable of creating web pages that deconstructs well under various browsers and diagnosing issues unique to certain web browsers. Experience with creating HTML that inter-operates with CGI and various application servers would be a plus. Must enjoy working in a team based environment, possess good communication skills and have a sense of humor.
Location: Framingham, MA
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7561, Email: hothobs@nww.com

Network World Fusion Sales Manager (NW)
Network World is seeking a highly motivated individual to lead the sales activity for the Network World Fusion Web site. Individual will be the primary point of contact with the Network World sales team, as well as the Web IDG Sales organization and their ad operations group. Duties will include prospecting for new clients, maintaining current client relationships, completing RFPs and making sales calls as needed individually or with the sales team. Online advertising sales experience a plus. Strong communication, interpersonal and negotiation skills a must. Travel required. *Location: Framingham, MA*
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7561, Email: hothobs@nww.com

Senior Web Producer - Fusion (NW)
Network World is looking for a creative senior web producer to join a growing team of 3+ individuals responsible for the development and support of our online initiatives. On our web site (http://www.nwfusion.com), we are currently running an Apache web server on Solaris and are looking for an individual to assist in the design, development and support of new functions. Experienced or interested in personalized web publishing, streaming audio/video, interactive RDBMS web applications, XML, search technologies, & high volume web sites? Then come join the fun at Network World, Inc.! We are seeking a Senior Web Producer. This person is an expert with Web production, HTML, JavaScript, dynamic HTML and capable of creating web pages that deconstructs well under various browsers and diagnosing issues unique to certain web browsers. Experience with creating HTML that inter-operates with CGI and various application servers is also desired. CGI development or XML experience would be a plus. Qualified candidates must have solid web production experience and a thorough understanding of the Web as a publishing medium. Familiarity with Internet protocols and procedures (FTP, Telnet) required. Individual must also have excellent planning, organizing, and time management skills. Experience with FrontPage, StoryServer, Homesite, etx. and experience with multimedia technologies (audio, video, animation) and a sense of humor also a plus. Must enjoy working in a team environment. *Location: Framingham, MA*
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7561, Email: hothobs@nww.com

Telecom/Network Administrator (NW)
Network World is seeking a Telecom/Network Administrator join our growing company. We are looking for a key individual to join our network services department. This is a great opportunity for an experienced telecommunications specialist who would also like to work in the area of NT system administration. Reporting to the manager of network services, this individual will be responsible for providing Network World with telecommunications support and also assist in administering our NT network. Network World currently has a Lucent Definity phone system with an Audix voicemail system that provides support to approximately 150 users. We also have a small ACD/call center operations which is a targeted area for growth. We are looking for a high energy telecommunications specialist with a sense of humor with good interpersonal communication skills and troubleshooting skills with 2 years of experience supporting a Lucent phone system with knowledge of Windows 95 and Windows NT. Call center experience and experience supporting Windows 95/NT a plus.
Location: Framingham,MA
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7561, Email: hothobs@nww.com

Web Software Engineer-Fusion (NW)
Network World is looking for a creative web engineer to join a growing team of 3+ individuals responsible for the development and support of our online initiatives. On our web site (http://www.nwfusion.com), we are currently running an Apache web server on Solaris and are looking for an individual to assist in the design, development and support of new functions. Experienced or interested in personalized web publishing, streaming audio/video, interactive RDBMS web applications, XML, search technologies, & high volume web sites? Then come join the fun at Network World, Inc.! We are seeking a Web Software Engineer to develop, maintain and support enhanced software and add-on tools for our web activities. Responsibilities include CGI script programming (sh.,perl, C) Web Authoring, CGI technical support servlet development and integration of third party tools. Qualified candidates should have a minimum of two years experience as a CGI programmer/Web developer and solid knowledge of UNIX with programming experience to include Perl and C. SQL, Java programming and a sense of humor is a plus. *Location: Framingham, MA*
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7561, Email: hothobs@nww.com

General Manager Online (NW)
Network World is seeking a highly motivated, entrepreneurial individual to serve as the product champion for Network World Fusion. Reporting to the EVP of Business Development/Editorial Director, individual will be primarily responsible for ensuring significant growth in visitor traffic, increasing repeat visits and exploring new business opportunities for Fusion. Individual will oversee and manage all day-to-day, non-sales operations for NW Fusion and will work closely with senior management to set Fusion business/editorial strategy. Individual will also develop and manage partnerships with content providers and other third parties to generate additional, targeted traffic for Fusion. Individual will work closely with editorial, circulation and other NW departments seeking new and creative opportunities to increase traffic for Fusion. Individual will also serve as the primary liaison with ITWorld to ensure strong placement of NW content. Qualified candidates must have prior leadership or project management experience and a proven track record developing and implementing new products and services. Strong communication, interpersonal and negotiation skills required. Knowledge of IT industry and/or online publishing a preferred.
Location: Framingham, MA
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7561, Email: hothobs@nww.com

Conference Manager (WEC)
We are seeking a talented Conference Manager who will be responsible for planning, developing, and implementing a complete conference program. 2-3 years' experience in conference planning is required, and trade show experience is a plus. Candidate must have excellent attention to detail; superior written and verbal communication, organizational, and computer skills and be able to effectively work with all levels of staff and outside consultants. *Location: Framingham, MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

BU	Category	Title	Location	Contact	Phone#	Fax#
CIO	Ad Sales	Advertising Sales Associate	Philadelphia, PA	T. Gump	P: N/A	F: 508-935-4600
CIO	Admin	Administrative Assistant	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Admin	Office Services Assistant/Receptionist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Circ	Circulation Assistant	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	Features Editor	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Exec Progs	Client Services Manager	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Exec Progs	Data Entry Coordinator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Exec Progs	Executive Assistant	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Exec Progs	Membership Development Manager - Part-time	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Exec Progs	Program Marketing Specialist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Intern	Web Intern	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
CIO	On-line	Web Writer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
CIO	PR	Senior Media Relations Executive	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
CIO	Prod	Ad Production Coordinator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Systems	System Administrator	Framingham, MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Systems	User Services Manager	Framingham, MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Tech	Web Developer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
CIO	Tech	Web Producer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
Computer Currents	Edit	Managing Editor	Berkley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Admin	Sales Associate	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Circulation	Fulfillment Manager	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Assistant Sections Editor	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Senior Reporter	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Editorial	Copy Editor	Framingham, MA	k. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Editorial	Technology Features Editor	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Facilities	Office Services Assistant	Framingham, MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Manuf.	Traffic Coordinator (PT)	Framingham, MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	On-line	On-line Reporter	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Associate	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Associate	Irvine, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Program Manger for Growth Markets	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Western Regional Director of Custom Publishing	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Systems	Systems Specialist/Help Desk	Framingham, MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
FCW	Ad Sales	District Sales Manager	Boston, MA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Ad Sales	District Sales Manager	Midwest	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Ad Sales	District Sales Manager	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Ad Sales	Regional Sales Managers	West & East Coasts	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Associate Editor	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Technology Editor	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Group Operations Coordinator	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Admin	Office Services Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Admin	Office Services Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Admin	Office Services Associate	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Admin	Software Product Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Edit	Research Editor	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Exec	Vice President/Chief Technology Analyst, End User Business	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Exec	VP / Program Director, Internet & eCommerce Strategies	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Associate Analyst, IRS/CIA	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Research Analyst, PC Pricing	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Associate Research Analyst, Storage	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Consulting Manager, Latin America IT Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Director, Online Financial Services Advisor	Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Inquiry Analyst, Softwaret	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Program Director, Latin America IT Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Program Manager, Software Support & Integration	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Research Analyst, International Access Service	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Services & Support Database Program	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst, Storage Systems	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Worldwide PC Market Tracker	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Research Manager, Consumer Devices	Mt. View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager, Enterprise Network Distribution Channels	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Manager, Residential Broadband & Telecom	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager, Small Business/Home Office	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager/Director, Enterprise Application Integration	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager/Sr. Research Analyst, Semiconductors	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Senior Analyst/Research Manager, Consumer eCommerce Advisor Program	Mountain View, CA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Analyst/Research Manager, Online Financial Services	Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Collaborative Computing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Data Communications	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Information Access Solutions	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, International Access Service	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Systems	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst/Research Mgr, Asset Management Services	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Sales	Account Executive, Hardware Accounts	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Client Service Representative	Irvine, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Client Service Representative, Internet/eBusiness Accounts	Mountain View, CA or Framingham, MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Client Service Representative, Major Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Client Services Representative, Major Accounts	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Inside Sales Representative, IT Advisor	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Major Accounts	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Director, Internet Accounts	Mt. View, CA or Framingham, MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Manager, Japanese Major Accounts	Mountain View, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Manager, Major Account	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, Consulting Sales Major Accounts	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, Hardware Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Hardware Accounts	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, Industrial/Financial Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Internet/eBusiness Accounts	Mountain View, CA or Framingham, MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, IT Advisor	Framingham, MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Sales	Senior Account Executive, Telecom Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sr. Account Executive, Asia/Pacific & European Research	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Telesales Representative	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Application Development Specialist	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Director, Interactive Products Architecture	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Intranet Development Engineer	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Tech	Manager, Client Services	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Tech	Operations Coordinator, Interactive Products & Services	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC East Central Europe	Sales	Business Development Manager, IDC East Central Europe	Prague, Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Asia/Pacific	Rsch	Senior Analyst, Commercial Systems & Servers, IDC Asia/Pacific	Singapore	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Asia/Pacific	Rsch	Senior Analyst/Regional Program Manager, Telecomm, IDC Asia/Pacific	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Rsch	Research Analyst, IT Services, IDC Australia	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Senior Analyst/Program Manager, Telecommunications Research, IDC Australia	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Sales	Account Manager	Sydney, Australia	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications Research, IDC Beijing	Beijing, PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Benelux	Rsch	Associate Analyst, Network Support & Integration Services, IDC Benelux	Amsterdam, Netherlands	M. Canning	P: +31-20-6692-721	F: +31-20-617-5566
IDC Benelux	Rsch	Research Analyst, IT Outsourcing Markets, IDC Benelux	Amsterdam, Netherlands	M. Lukacs	P: +31-20-4089-508	F: +31-20-617-55-66

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IDC Canada	Rsch	Senior Research Analyst, Software Research, IDC Canada	Toronto, Canada	D. Marshall	P: +416-369-0033	F: +416-369-0419
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IDC Germany	Rsch	Senior Research Analyst, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Sales	Sales Manager, IDC Germany	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Rsch	Senior Research Analyst, European Vertical Markets, IDC Italia	Milano, Italy	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Italia	Sales	Business Development Manager	TBD	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Nordic	Rsch	Research Director, European Internet Market, IDC Nordic	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDC Nordic	Systems	Web Master, IDC Nordic	Copenhagen, Denmark	P. Anderson	P: +45-39-16-22-30	F: +45-39-18-44-48
IDC Singapore	Sales	Account Manager	Singapore	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDG	Accounting	Financial Systems Administrator	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Admin	HR Office Coordinator	Framingham, MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
IDG	Finance	Associate Credit Analyst	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	HR	Associate Human Resource Representative	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3780
IDG	HR	Benefits Analyst	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	HR	Compensation Analyst	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	HR	Training & Development Specialist	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Systems	Applications Support Specialist	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG	Systems	Client Support Coordinator	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG Central Services	Facil	Facilities Junior Planner	San Francisco, CA	T. Simms	P: 415-974-7327	F: 415-267-1777
IDG Central Services	Facil	Facilities Planner	San Francisco, CA	T. Simms	P: 415-974-7327	F: 415-267-1777
IDG Central Services	Finance	Advertising Account Services Administrator	San Francisco, CA	K. Greene	P: 415-974-7407	F: 415-267-1747
IDG Communications	Ad Sales	VP, Business Development	CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG Communications	Finance	National Accounts Analyst (2 openings)	San Francisco, CA	A. Hub	P: 415-978-3032	F: 415-705-6421
IDG Games Media Group	Edit	Associate Editor	San Francisco, CA	K. Skaggs	P: N/A	F: 650-349-8347
IDG Games Media Group	Edit	Senior Editor	San Francisco, CA	K. Skaggs	P: N/A	F: 650-349-8347
IDG Games Media Group	Sales	Sales Associate	New York, NY	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG Games Media Group	Sales	South West Regional Sales Manager	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG Games Media Group	Sales	West Coast Sales Associate	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG Global Comm	Systems	Web Developer	San Mateo, CA	D. Garza	P: N/A	F: 650-524-5730
IDG Global Solutions	Sales	International Account Executive	Framingham, MA	E. Cormier	P: N/A	F: 508-935-4600
IDG List	Sales	Account Executive	Framingham, MA	T. Gump	P: N/A	F: 508-935-4600
IDG News Service	Edit	Paris Correspondent, IDG News Service	Paris, France	E. Heichler	P: 617-423-0404	F: 617-423-0240
IDG/B	Admin	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Admin	Administrative Assistant, Legal	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Edit	Administrative Assistant, Acquisitions	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Edit	Copy Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Custom Development Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Development Editor (Ongoing)	Foster City CA, Indianapolis IN,	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Training/QA Development Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Finance	Accounts Payable Representative	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	HR	HR Representative	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Publishing Counsel	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Administrative Assistant, Marketing	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Mktg	Advertising Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Advertising Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Consumer	Foster, City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Channel Marketing Manager/Consumer	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Marketing Production Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Marketing Promotions Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-Line	Web Developer	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	On-Line	Web Support Specialist	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Operations	Database Coordinator, Inventory Control	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Operations	Receptionist	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	PR	Public Relations Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Advertising Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Associate Page Layout Tech	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Associate Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	Associate Quality Control Technicians	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Corporate Events Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Evening Supervisor	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Prod	Graphics Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Online Supervisor	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Page Layout Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Page Layout Technician	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Production Coordinator (Interior)	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Prod	Production Supervisor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Supervisor, Interiors	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Prod	Sr. Production Coordinator	Foster City, CA	B. Gooch	P: 650-655-3014	F: 650-655-3206
IDG/B	Sales	Corporate Account Manager	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Systems	Mac Systems Support	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Systems	Web Development Manager	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/CMC	Confer	Conference Registrar / Customer Service Specialist	San Mateo, CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
IDG/CMC	Confer	DemoLetter Customer Services/Subscription Coordinator	San Mateo, CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
IFW	Ad	Ad Coordinator	San Mateo, CA	L. Brault	P: 650-312-0689	F: 650-312-0688
IFW	Ad Sales	Account Executive	East Coast	T. Sur	P: 650-524-7102	F: 650-524-7003
IFW	Edit	Copy Chief	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	Edit	Copy Chief	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	Edit	Copy Editor (2 Positions)	San Mateo, CA	HR Dept.	P: N/A	F: 650-312-0688
IFW	Edit	Editorial Assistant	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	Edit	Section Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	IS/Prod.	Associate Publishing Systems Specialist	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	Mktg	Circulation Marketing Specialist	San Mateo,CA	L. Brault	P: 650-312-0689	F: 650-312-0688
IFW	Mktg	Director of Marketing	San Mateo, CA	L. Brault	P: 650-312-0689	F: 650-312-0688
IFW	PR	Public Relations Manager	San Mateo, CA	L. Brault	P: 650-312-0689	F: 650-312-0688
IFW	R&T	Associate Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	R&T	Technology Analyst (2 openings)	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	Sales	Account Executive, IFW.com	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	Sales	Account Executive, IFW.com	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	Sales	Online Sales Specialist	San Mateo,CA	T. Sur	P: 650-524-7102	F: 650-524-7003
IFW	Sales	Regional Sales Manager, Southeast Region	Washington, D.C.	C. Rivera	P: 650-312-0631	F: 650-312-0688
IFW	Systems	Associate Business Systems Specialist	San Mateo,CA	L. Brault	P: 650-312-0689	F: 650-312-0688
IFW	Testing	Technical Director	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0688
IGS	Sales	International Account Executive/ Sales Assistant	San Francisco, CA	A. Glahorne	P: 415-978-3017	F: 415-331-0881
IGS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IPS	Admin	Administrative Assirtant	Boston, MA	J. Resendes	P: N/A	F: 508-935-4600
IPS	Edit	Correspondent/Editor, IDG News Service	Hong Kong	R. Garretson	P: 617-303-7821	F: 617-423-0240
IS	Art/Design	Jr. Designer	San Francisco, CA	N. Chiala	P: 415-733-5470	F: 415-733-5403
IS	Bus Dev	Manager of Directories	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IS	Circ	Customer Service Manager	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Edit	Copy Editor	San Francisco, CA	C. Borris	P: 415-617-4133	F: 415-733-5403
IS	Edit	Production Coordinator	San Francisco, CA	N. Chiala	P: 415-733-5470	F: 415-733-5403
IS	Exec	Executive Assistant	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Facil	Facilities Coordinator	San Francisco, CA	S. Johnson	P: 415-733-5418	F: 415-733-5401
IS	HR	Director of Human Resources	San Francisco, CA	S. Murphy	P: 415-978-3276	F: 415-267-1742
IS	Mktg	Research Manager	San Francisco, CA	K. Zeida	P: 415-733-5449	F: 415-733-5402

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IS	On-Line	Web News Reporter	New York, NY	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	On-Line	Web Production Assistant	San Francisco, CA	M. McAlister	P: 415-733-5481	F: 415-733-5402
IS	Prod	Director of Production	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
IS	Sales	Director of Advertising Sales	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4800
IS	Tech	Director of Technology	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
Mac Pub	Mktg	Marketing/Event Coordinator	San Francisco, CA	F. Koe	P: 415-243-3677	F: 415-243-3592
Mac Pub	On-Line	Product Manager	San Francisco, CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	On-Line	Web Production Assistant	San Francisco, CA	J. Chaney	P: 415-243-3541	F: N/A
Mac Pub	Prod	Digital Ad Coordinator	San Francisco, CA	C. Neustadt	P: 415-243-3518	F: N/A
Mac Pub	Sales	Sales and Marketing Coordinator	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
NW	Admin	Sales Assistant	Santa Clara, CA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Confer	Event Production Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	C. Spektor	P: N/A	F: 508-820-9617
NW	Editorial	Reviews Editor	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Editorial	Researcher	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	IS	Lead Senior Web Software Engineer	Framingham, MA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	IS	Senior Web Producer - Fusion	Framingham, MA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	IS	Telecom/Network Administrator	Framingham,MA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	IS	Web Producer	Framingham, MA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	IS	Web Software Engineer-Fusion	Framingham, MA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	Mktg	Marketing/Graphics Specialist	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	online	General Manager Online	Framingham, MA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	Online sales	Group Sales Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	PR	Public Relations Manager	Framingham, MA	M. Brunaccini	P: N/A	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	Sales	Account Manger, Seminars and Events	Santa Clara, CA	E. Hart	P: 508-820-7561	F: 508-820-3340
NW	Sales	Network World Fusion Sales Manager	Framingham, MA	E. Hart	P: 508-820-7561	F: 508-820-3340
PCW	Ad Sales	Sales Associate	Rochelle Park, NJ	M. Anthony	P: 201-587-7348	F: 201-712-9786
PCW	Art/Design	Senior Designer, Online	San Francisco, CA	R. Kanes	P: 415-978-3333	F: 415-442-1891
PCW	Art/Design	WebDesigner/ Graphic Specialist	San Francisco, CA	R. Kanes	P: 415-978-3333	F: 415-442-1891
PCW	Circ	Circulation Promotion Coordinator	San Francisco, CA	J. Apostol	P: 415-267-1798	F: 415-882-0936
PCW	Circ	Fulfillment Coordinator	San Francisco, CA	L. Radler	P: 415-975-2643	F: 415-882-0936
PCW	Edit	Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Editor in Chief, PC World magazine	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Office Manager, Editorial Dept.	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Staff Editor	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Staff Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
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PCW	Testing	Performance Analyst	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-546-1673
Publish	Sales	Ad Traffic Coordinator	San Francisco, CA	W. Walton	P: 415-978-3309	F: 415-243-4558
Publish	Sales	Display Advertising Account Executive	San Francisco, CA	W. Walton	P: 415-978-3309	F: 415-243-4558
Publish	Sales	Sales Assistant	San Francisco, CA	L. Pabon	P: 415-978-3287	F: 415-495-2354
The Webby Awards	IS/Prod.	Webmaster	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
WebIDG	Ad Sales	Ad Director	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WebIDG	Ad Sales	On-line Account Executive	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
WebIDG	Ad Sales	Senior VP, Sales and Marketing	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Art/Design	Creative Director	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Bus Dev	Editor-In-Chief	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	Bus Dev	VP, Business Development, Global Products Group	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	Edit	Associate Editor	San Francisco, CA	P. Olafson	P: 415-978-2229	F: 415-975-2630
WebIDG	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
WebIDG	Edit	Copy Chief	San Francisco, CA	J. Aloi	P: 415-267-1730	F: 415-267-1732
WebIDG	Edit	Copy Editor	San Francisco, CA	A. Barosso	P: 415-978-2241	F: 415-975-2630
WebIDG	Edit	Copy Editor, GameProWorld	San Francisco, CA	A. Barosso	P: 415-978-2241	F: 415-975-2630
WebIDG	Edit	Executive Editor, Linuxworld	San Francisco, CA	M. McCarthy	P: 415--267-1727	F: 415-267-1732
WebIDG	Edit	Features Editor	San Francisco, CA	P. Olafson	P: 415-978-2229	F: 415-975-2630
WebIDG	Finance	Director of Finance	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG	Mktg	Director of Marketing	San Francisco, CA or Southborough, MA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
WebIDG	Mktg	Marketing Communications Specialist	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG	on-line	On-line Operations Assistant	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
WebIDG	On-line	Assistant Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
WebIDG	On-line	Associate Editor, Here's How	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
WebIDG	On-line	Executive Editor, PC World On-line	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
WebIDG	On-line	Managing Editor	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
WebIDG	On-line	News Editor, Wire Service Content	San Francisco, CA	L. Morgan	P: 415-267-4516	F: 415-267-4558
WebIDG	On-line	News Reporter (3)	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	On-line	On-line Editorial Director	San Francisco, CA	T. Lin	P: 415-974-7377	F: 415-267-1742
WebIDG	On-line	On-line Graphics Specialist	San Francisco, CA	R. Freed	P: 415-975-2677	F: 415-442-1891
WebIDG	On-line	Senior Associate Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
WebIDG	On-line	Senior News Editor	San Francisco, CA	M. Cappel	P: 415-267-4525	F: 415-267-4558
WebIDG	On-line	Shareware Editor, On-line	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
WebIDG	On-line	Test Analyst, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
WebIDG	On-Line	Application Developer	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	On-Line	Application Development Manager	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	On-Line	Data Analyst	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
WebIDG	On-Line	Director of Consumer Marketing	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-974-7491
WebIDG	On-Line	Operations Supervisor	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
WebIDG	Prod	Advertising Production Manager	San Francisco, CA	E. Wayman	P: 415-978-3377	F: 415-974-7491
WebIDG	Prod	Lead Producer, Tipworld	San Francisco, CA	D. Fox	P: 415-267-1773	F: 415-974-7491
WebIDG	Prod	Online Producer	San Francisco, CA	M. Wallace	P: 415-978-3240	F: 415-974-7491
WebIDG	Sales	Account Manager, JavaWorld (WPI)	San Francisco, CA	S. Drace	P: 415-267-4527	F: 415-267-4570
WebIDG	Sales	District Sales Manager	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG	Sales	Regional Sales Manager-West Coast	West Coast	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG	Sales	Sales Coordinator	San Francisco, CA	K. Agrell	P: 415-974-7388	F: 415-442-1891
WebIDG	Sales	Vice President of Sales	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG	Tech	Production Assistant	San Francisco, CA	V. Klum	P: 415-978-3187	F: 415-974-7491
WebIDG	Tech	Senior Web Designer	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-974-7491
WebIDG/East	Ad Sales	General Manager, Career Channel	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Database Developer (Oracle)	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Desktop Analyst	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Director, Business Development, Enterprise Products Group	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Quality Assurance Manager	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Senior Systems Administrator	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Web Developer	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	On-line	Web Producer (2 openings)	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	Prod	General Manager, Virtual Events & Broadband Programming	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	Prod	Newsletter Producers (3 openings)	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	Rsch	General Manager, Advisory Services Channel	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
WebIDG/East	Sales	Regional Sales Manager	East Coast	T. Nemiro	P: 415-978-3203	F: 415-267-1742
WEC	Confer	Conference Manager	Framingham, MA	J. Resendes	P: N/A	F: 508-935-4800
WEC	Mktg	Marketing Coordinator	Framingham, MA	J. Resendes	P: N/A	F: 508-935-4800
WEC	Sales	Sales Manager	Framingham, MA	J. Resendes	P: N/A	F: 508-935-4800

IDG Norway at-a-glance

Established 1983

Location Oslo

Number of employees: 120

Publications
Computerworld
Computerworld IT-Recruitment
IT.bransjen (Channel title)
Kursguiden
Nettverk & Kommunikasjon
PC World
PC World Ekspress
Produktguiden
IDG Norge Books (books division)

IDG Expo established 1994
Number of mployees: 4
Products
- Event Management
- Nettverk Expo (Nov. 8-9, 1999)
- CAD/CAM Expo (March 14-16, 2000)
- IT Expo 2000 (April 4-6)
- IDG Kompetanse (training)

Norway

continued from page 1

"Our courses are developed in close dialogue with the market to ensure that the content is up-to-date and relevent for practical use," Hansen said. "We've chosen to have a very limited number of participants to make sure that there's a high level of attention paid to each student." Trainers and IDG staff both contribute to course development.

In addition to its regular offerings, IDG Kompetanse also plans to offer tailored classes to meet company-specific needs. IDG Norway staff can also take courses through the new unit, thus saving the company money on internal training costs.

IDG faces competition in the IT training market from a number of providers, including Network Management, Siemens and Aktive Opplaering. ExecuTrain does not have an office in Norway.

Marianne Tubaas, the project leader for IDG Kompetanse, joined *Computerworld Norge* as a marketing assistant in 1998. After a year, she joined the expo division to develop the training program. Tubaas visited IDG Denmark earlier this year to observe how Course Manager Maude Sårde and her team have organized their training company (see sidebar). Sårde offered advice on what courses to offer first, the pricing strategy, customer service and more. "I learned a lot about course planning and content development," Tubaas said. "Thanks to Maude, we got a good and quick start in Norway."

IDG Denmark's IT training program expects 1,600 this year

IDG Denmark recently celebrated the sixth anniversary of its IT training business. Conceived as the IDG Technology Group and now known as IDG Kurser ("IDG Courses"), the company offers courses in five general areas: networks and communications; Internet, intranet and mail systems; programs, operating systems and troubleshooting; word processing, presentations and databases; and support and personal development. All of the instructors are freelancers.

Some 60 courses are offered at the four fully equipped classrooms — each of which can accommodate nine students — within IDG Denmark's suburban Copenhagen office. IDG Denmark puchased half of the PCs used in the classrooms, while the rest were donated by ICL Service Denmark in exchange for free courses for their employees. Other customized courses are held on-site at client companies. During this calendar year IDG Kurser will have trained close to 1,600 people.

IDG Kurser is managed by Course Manager **Maud Sårde**, with assistance from Course Administrator **Linda Djurhuus** and Course Coordinator **Sine Frydensberg**. For more information, contact **Maud Sårde** at m.saarde@idg.dk.

Courses are described on the Web at www.idgexpo.no/kompetanse. For more information, contact Marianne Tubaas at marianne.tubas@computerworld.no. WU

Personal Companion World

continued from page 1

The beta version of *Personal Companion World*'s Web site, www.companion.idg.se, will be available Oct. 4 and will go live Oct. 14. It will include the latest mobile news as well as content from the publication.

In addition, "The site will be packed with new technology and support all the mobile platforms," Granström said. When users with palm or handheld devices access the site, the site will automatically alter its appearance to fit the mobile device's hardware and software specifications. Avant Go will also be installed to enable mobile devices to view the Web site offline.

A promotional issue with six editorial pages and six ad pages will be distributed with nine different IDG Sweden publications in early October and November. The subscription campaign will include a contest with 25 mobile phones as prizes.

The first full issue of *Personal Companion World* will be distributed with *MikroDatorn*, part of the *PC World* product line, on Nov. 25. Next February *Personal Companion World* will debut as a stand-alone magazine with a circulation of 20,000 based on newsstand sales and paid subscriptions; eight issues will follow in 2000.

Other key staff people for the publication are Art Director Magnus Ohlson and Photographer Stefan Ideberg. For more information, contact Klas Granström at klas.granstrom@idg.se. WU

IDG Sweden publications

CAP & Design
Computer Sweden
InternetWorld
InternetGuiden
IT-Affärer
IT-Branschen
MacWorld
MaxiData
MikroDatorn
Natverk & Kommunikation
NT World
Nollett
PC för Alla
Personal Companion World
Spel för Alla
TeleAffärar

noteworthy people

Perskowitz

Dix

Freeley

Solomon

Lomangino

O'Hara

Promotions

Publisher of Computerwoche Verlag's *ComputerPartner* since 1995, **Thomas Perskowitz** will succeed **Sylvia Stier** as publisher of IDG Magazine Verlag's *PC Welt* on Oct.1. *ComputerPartner Retail* Publisher **Alessandro de Bochdanovits** will become publisher of *ComputerPartner*. "In selecting these successors, we have found a solution to ensure that we maintain the successful course steered by our magazines," said **York von Heimburg**, managing director of IDG Magazine Verlag. "With the extensive know-how of both executives covering the most varied target groups in the reader and advertising markets, we have laid the foundation for continued future growth of the publications."

Network World Editor **John Dix** has been promoted to editor-in-chief. "John was on the team that launched the very first issue of *Network World* in January 1986," said **John Gallant**, *NW* editorial director and executive vice president. "His dedication to the original mission – helping network professionals build enterprise networks, keep up with technology and manage their careers and departments – has kept the publication focused and on track for all this time." In the mid-1990s, Dix turned a *NW* supplement series into *Collaboration Magazine*, which was focused on using technology to augment the efforts of business teams, and later evolved that into *IntraNet Magazine*, which served the then-emerging intranet market. Dix also developed the concept for the Network World 200, the publication's Fortune 500-like list of the biggest networking companies. Later, Dix developed *NW*'s Signature Series. He has also served on the advisory boards of major industry trade shows such as Networld + Interop and ComNet.

Hillary Freeley, *Network World*'s director of marketing moves up to senior director of marketing. "Hillary has achieved much in the one-plus years that she has been with us," said *NW* President and Publisher **Evilee Thibeault**. "Hillary and her team have worked very hard to identify programs and processes to best communicate and execute our marketing messages – and the marketing department is now producing the best materials we have ever had. Her ability to support our sales efforts in the field are first class, and her commitment and energy are never-ending. Strategically, she is simply all over it. She has been a major asset as we explore new markets like storage and Linux, and stay tuned because there are many more to come."

Jo Brown, marketing executive for *Macworld* and *Digit* in the U.K., has been promoted to deputy marketing manager. In addition, she will be acting marketing manager during colleague **Sarah Bagnall**'s maternity leave. "In the year that Jo has worked here, she has proved herself to be a highly motivated and reliable individual with great attention to detail," said Publisher **Guy Eaton**. "My confidence in Jo has been supported by the implementation of several successful projects including the organizing of the most successful and, I hasten to add, profitable Macworld Awards to date, earlier this year."

New employees

Previously a junior media planner at Chiat/Day Advertising, **Megan Matteoni** is *Macworld*'s new digital ad coordinator. She holds a degree in psychology from the University of San Francisco and likes to snowboard, design clothes and film videos.

Jill Short Solomon has been hired by *The Industry Standard* as senior conference manager, coming from Scudder Kemper Investment, Inc., where she was manager of conferences and events. She holds a master's degree in journalism with a minor in public relations from Colorado State University and enjoys such outdoor activities as skiing, snowboarding, biking and camping.

Executive Assistant **Nicole Lomangino** comes to *The Industry Standard* from The Right People where she did recruiting and placement. She earned a B.A. in international relations with a minor in Third World development from San Francisco State University. A multi-media artist and children's book author, she also does English/Portuguese translations.

Rachel Berkowitz has been hired by *The Industry Standard* as a producer of online services. She previously worked for Chicago Tribune Interactive Media's Community Publishing Division as a project manager and as an elementary schoolteacher. She earned a B.A. in education from Valparaiso University in Valparaiso, Ind., and an M.A. in educational technology from the University of San Francisco. She recently married.

The Industry Standard has hired **Beth O'Hara** as a sales associate. She was previously a development manager/bequest coordinator with the St. Anthony Foundation and holds a B.S. in business administration/finance from the University of Nebraska.

Business Analyst **Nancy Hubeck** joins IDC from the Parson Group, where she worked as a finance consultant. She earned a B.S. in accounting from Boston's Northeastern University and is a fund-raising volunteer for the Boston Symphony Orchestra.

Previously a business analyst with Arthur Andersen, **Bryan Ma** is now a research analyst in the Consumer Devices division of IDC West in Mountain View, Calif. He holds a B.S. in electrical engineering from UCLA and enjoys snowboarding, golf and automobiles.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Nora Hormann *IDG Germany*

21

Helga Biesel *IDG Germany*

19

Maria del Carmen Doehler *IDG Germany*

18

Karin Gifforn *IDG Germany*

15

Anton Paunert *IDG Germany*
Ingrid Holzbauer *IDG Germany*
Juan Marquez *IDG Spain*

14

Heiderose Witte *IDG Germany*

13

Cheryl Podda *IDG Australia*

12

Andriana Amedei *IDG Italy*

11

Annike Rystrom *IDG Sweden*

10

Mario Toffoletti *IDG Italy*
Deidre Hatch *IDC*
John St. Martin *IDC*
Christoph Witte *IDG Germany*

9

Sara Sjoberg *IDG Sweden*
Thomas Roos *IDG Sweden*
Lennart Ekner *IDG Sweden*
Nancy Peterson *Mac Publishing*
Elizabeth Crews *The Industry Standard*
Richard Denechaud *IDC*
Wilson Wan *IDC Beijing*
Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*

8

Yukiyo Hosoya *IDG Japan*
Mary Bednarek *IDG Books*
Britt Kardel Hetting *IDG Denmark*
Ines Muhlbauer *IDG Germany*
Stephan Ueberhorst *IDG Germany*

7

Charlotte Kempe *IDG Sweden*
Toshiro Nishihara *IDG Japan*
Cynthia Neustadt *Mac Publishing*
Mike Oughton *IDG New Zealand*
Carey Azzara *IDC*
Jurgen Hill *IDG Germany*
Iris Muller *IDG Germany*
Matthias Zimmermann *IDG Germany*

6

David Weldon *Computerworld*
Christine Jarmul *IDC*
Mirko Lukacs *IDC Netherlands*
Edith Hollersberger *IDG Germany*
Michael Freter *IDG Germany*

5

Sofia Wirberg *IDG Sweden*
Stephen Daniels *Mac Publishing*
Robert Prandini *IDG Italy*
Silvia Merlini *IDG Italy*
Deborah Vilella *IDG Italy*
Lian Campbell *IDC*
Patricia Duhl *IDC*
Dorte Toft *IDG Denmark*
Claus Krogh *IDG Denmark*
Robert Steindl *IDG Germany*
Wolfgang Sommergut *IDG Germany*
Kerstin Lohr *IDG Germany*
Margarete Kuther *IDG Germany*
Sabine Bunning *IDG Germany*
Bronislaw Piwowar *IDG Poland*

4

Magnus Agnwik *IDG Sweden*
Petra Östlings *IDG Sweden*
Bill Horan *IDG Games Media Group*
John Daly III *IDC*
Hiroshi Wada *IDC Japan*
Guido Sieber *IDG Germany*
Alexander Dankesreiter *IDG Germany*
Heidi Schwab *IDG Germany*
Dolores Clavero *IDG Spain*

3

Anna Johansson *IDG Sweden*
Anna Hellberg-Lann *IDG Sweden*
Peter Holmgren *IDG Sweden*
Paula Lembke *IDG Sweden*
Sirpa Koponen *IDG Sweden*
Nils Holmlov *IDG Sweden*
Ivan Alenblom *IDG Sweden*
Henrik Olsson *IDG Sweden*
Mauro Buccola *IDG Italy*
Fabrizio Gioja *IDG Italy*
Patricia Pan *IDG Books*
Hiroyuki Watanabe *IDC Japan*
Linda Djurhuus *IDG Denmark*
Ursula Nehring *IDG Germany*
Thomas Steger *IDG Germany*
Miguel Gomez *IDG Spain*
Esperanza Rojo *IDG Spain*
Maria Luisa Gijon *IDG Spain*
Alejandro Garcia *IDG Spain*
Manuel Cerd *IDG Spain*
Natasha Sum *Computerworld Singapore*
Karl Gorlach *IDG Austria*
Jeremy Draper *CIO*

2

Mattias Andersson *IDG Sweden*
David Linder *IDG Sweden*
Emilie Bergner *IDG Sweden*
Per Westerberg *IDG Sweden*
Joacim Carlsson *IDG Sweden*
Ted Berglind *IDG Sweden*
Jun Kawahara *IDG Japan*
Gianluca Soravia *IDG Italy*
Davide Nitti *IDG Italy*
Heather Prince *IDG Books*
Michael Welch *IDG Books*
Amala Menon *IDC Singapore*
Michito Kimura *IDC Japan*
Tanya Braitchouk *IDC U.K.*
Thomas Jeshøj Jensen *IDG Denmark*
Bea Fulle *IDG Germany*
Eveline Wittek *IDG Germany*
Frank Niemann *IDG Germany*
Kathrin Sliwka *IDG Germany*
Jennifer Mona *IDG Research*

1

Catarina Johansson *IDG Sweden*
Lotta Oldmark *IDG Sweden*
Jan Andersson *IDG Sweden*
Pernilla Norin *IDG Sweden*
Fredrik Arvidsson *IDG Sweden*
Jenny Maurin *IDG Sweden*
Lottica Fredlund *IDG Sweden*
Nobuo Toyoshima *IDG Japan*
Elaine Manglicmot *IDG Games Media Group*
Katherine Black *The Industry Standard*
Anne Mellinger *The Industry Standard*
James Ledbetter Jr. *The Industry Standard*
Sacha Lien *The Industry Standard*
Liz Kafka *The Industry Standard*
Tamara Miyashiro *The Industry Standard*
Jackie Cohen *The Industry Standard*
Kristin DeAngelis *IDG World Expo*
Kathy Moran *IDG World Expo*
Michela Fioroni *IDG Italy*
Ilaria Salvaro *IDG Italy*
Vickie Caskey *IDG Books*
Amy Asbury *IDG Books*
Eric Newman *IDG Books*
Joanne Wagner *PC World*
Mary Holland *IDC*
Stephanie Manning *IDC*
Robert O'Donnell *IDC*
John Shirley *IDC*
Robert Sullivan *IDC*
Yip Shih-Herng *IDC Singapore*
Keiji Yokozawa *IDC Japan*
Tamara Plakalo *IDG Australia*
Jesper Troelstrup *IDG Denmark*
Torben Hansen *IDG Denmark*
Henrik Sonne *IDG Denmark*
Birgit Pietzsch *IDG Germany*
Christine Nelkowski *IDG Germany*
Alexandra Glasl *IDG Germany*
Michael Frey *IDG Germany*
Hans-Jurgen Humbert *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Vicki J. Brown

Home
Boston

First joined IDC
June 1985 as senior analyst, CAD/CAE/CAM

Career path
Senior Analyst, Program Manager, Director, Vice President, Technical Computing (1990). Left IDC in 1993 to join Sun Microsystems as Director, Product Marketing for Sun's low-end workstation line. From 1994-1995 held title of Director, Technical Systems Marketing. Re-joined IDC as Senior VP, Worldwide Marketing in 1995. Got added bonus of responsibility for the IT department. 1996-1998, added responsibility for U.S. sales force. In 1997, Publications group, later renamed Publishing Services & Technologies, came under my jurisdiction.

Current title
Senior VP, Worldwide Marketing and Operations. Responsible for all non-research and non-sales functions at IDC except for HR, Finance, and Office Services. Also coordinate/manage IDC's ongoing strategic planning efforts. Specifically responsible for Publishing Services & Technologies, Interactive Products & Services (including Web site and all electronic delivery of our research), IT and Marketing departments.

Most challenging part of your job
Balancing the positive aspects of IDC's entrepreneurial culture (excellent new products, customer-focused services, quick time-to-market) with the business need of simplifying our large and increasingly complex set of products worldwide.

Best part of your job
Meeting with customers who consistently tell me that IDC continues to be their market research vendor-of-choice because of our customer-centric attitude.

What's kept you at IDG for 10 years?
The sense of accomplishment each and every day. You don't realize it until you work at another company, but IDG is truly unique in that it allows each individual employee's ability to make a difference.

*IDG Chairman **Pat McGovern** escorted IDC's **Vicki Brown** to dinner at the Ritz-Carlton in Boston in honor of her 10 years of service to the company.*

Best way someone could compliment you on your work?
Tell me a customer is delighted with our product or service, or that an IDC employee or department has saved time or delivered a higher-quality product or service due to some operational change we've made.

Fantasy job
Study of animal behavior. I love watching animals in their natural habitat.

Five people — living or dead — you'd invite to a dinner party
Besides my husband John — Llewelyn Fawr (the 12th-century Welsh prince), his wife Joanna, IBM's Tom Watson, Sr., Neal Stephenson (the author of *Snow Crash*), and Margaret Thatcher.

Manager's profile
"Vicki Brown is a true star executive at IDC. She has a strong background in both market research and marketing and she puts it to good use helping to transform IDC. Vicki is a great communicator, manager and implementor. It is a pleasure for IDC's customers and employees to be able to work with Vicki."

— Kirk Campbell, president and CEO

Corrections

The Sept. 13 *IDG World Update* article about The Webby Awards, which this month was spun out as a wholly owned independent business unit of IDG, should have stated that the awards program is now entering, not completing, its fourth year.

In the Sept. 20 issue, the cost of IDG New Zealand's *E-Commerce Best Practice* report should have been valued at US$150.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDC's first international subsidiary turns 30

It was the year that gave rise to the Woodstock Nation, Richard Nixon was in his first term as president of the United States, the Vietnam War was raging and Neil Armstrong became the first person to set foot on the moon. And, in what IDC President **Kirk Campbell** described as "a small step for IDG, but a giant leap for IDC," Chairman **Pat McGovern** established the then-five-year-old company's first international subsidiary: IDC U.K.

*IDG Chairman **Pat McGovern** (right) attended IDC's 30th anniversary dinner last month in London and presented the staff with a plaque, accepted by Managing Director **Keith Henry**, to mark the milestone.*

Last month, IDC U.K. Managing Director **Keith Henry** pulled out all the stops to celebrate his company's 30th anniversary. Close to 120 IDC staff from around the world, special guests and VIP clients gathered at The Royal Garden Hotel in London for an evening of celebration and remembrance.

Following an elegant four-course meal, McGovern stepped to the podium to relate the story of the company's beginnings in 1964 and the events leading up to the decision to establish an office in the U.K. Having visited a number of European clients including ICL, Phillips, Sperry Univac and others, McGovern said he determined that the U.K. would be an excellent point of entry for IDC in Europe. "The challenge back then was to essentially establish the market for IT informa-

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Ninth annual European IT Forum navigates the new economy

The European IT Forum 1999
Europe 2000: Navigating the New Economy in the World's Largest Single Market
12-14 September 1999, Le Meridien Montparnasse, Paris
IDC
IDC

MERYL SALTER

*IDC Senior Vice Presidents **John Gantz** (left) and **Frank Gens** (right) interview Compaq Computer President and CEO Michael Capellas (second from left) and Dell Chairman and CEO Michael Dell.*

The ninth annual European IT Forum lived up to its reputation of providing the latest and greatest insights from high-level industry executives and senior IDC analysts. Held in Paris Sept. 12-14, this year's theme was "Europe 2000: Navigating the New Economy in the World's Largest Single Market." Close to 1,000 IT managers attended the event, which drew more than 100 members of the press from *Time* magazine, *The Wall Street Journal Europe*, *The International Herald Tribune*, Reuters, *Red Herring*, scores of IDG publications worldwide and many more.

In 1999, IDC predicts that for the first time, the majority (51%) of Internet users will live outside the U.S. Today, 10% of all inhabitants in Western Europe are World Wide Web users and IDC forecasts that this figure will grow to 35% in 2002.

continued on page 4

in brief newsworthy

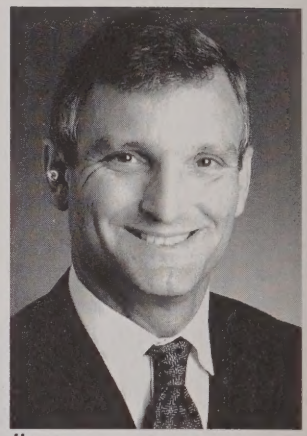
Peter Horan named Computerworld senior vice president, publisher

Nine-year IDG veteran **Peter Horan** has been named senior vice president and publisher at Computerworld, Inc. Horan previously directed the company's overall branding and growth strategies in his capacity as senior vice president for corporate marketing and business development. He joined Computerworld earlier this year.

"Peter is an incredible asset to our clients and our company. His more than 20 years in advertising and publishing – largely in information technology – has given him the ability to guide IT marketers through the changing technology landscape and assist them in successfully communicating their offerings to decision-makers," said **Michela O'Connor Abrams**, president and chief executive officer of Computerworld. "As *Computerworld* publisher, Peter will draw upon his market knowledge and understanding our readers' needs to maintain the newspaper's growth momentum and to help steward the expansion of Computerworld into a broader information services company."

"With our unique relationship with the IT Leader community, I am thrilled to assume the responsibility of building the Computerworld brand and delivering maximum value to our readers and marketers as we transform into the first truly community-centric information services company," Horan said.

Prior to his recent post, Horan was president of IDG Marketing Services Worldwide (now known as IDG Global Solutions), which he joined in 1991 as part of the business unit's start-up team. Previously, he was an advertising executive, managing the Microsoft worldwide advertising account for Ogilvy & Mather and working at one of Silicon Valley's pioneer technology agencies, Tycer Fultz Bellack, which later merged into BBDO. Horan earned a B.A. in English from California's Santa Clara University and a Master of Business Administration from San Francisco University. He has taught in San Francisco State's business school and Seattle University's graduate business school. WU



Horan

News Service boosts bureau strength

In a continuing quest to expand and solidify its global coverage, the IDG News Service recently added a Scandinavian bureau and upgraded its Washington, D.C.-area bureau to full-time status.

Uimonen

Terho Uimonen, previously the News Service's Taipei correspondent, has moved to Stockholm and established the News Service's 14th bureau. According to IDG News Service Editor-in-Chief **Rob Garretson**, Uimonen's return to Europe was none too soon, as he provided "invaluable assistance to the news desk" while London Bureau Chief **Jana Sanchez** was recovering from a ruptured disk. Uimonen can be reached at terho_uimonen @idg.com.

Margret "Gretel" Johnston began her full-time service as Washington correspondent on Oct. 1 to enhance the coverage of IT-related legislative, regulatory and legal developments. Johnston began her News Service career in 1997 as the Munich correspondent and moved back to the U.S. in January 1998, when she began working part-time for the News Service while serving as a senior writer for *Federal Computer Week*. Johnston can be reached at margret_johnston@idg.com.

The IDG News Service provides a competitive advantage to IDG publications worldwide by being the world's leading daily source of global IT news, commentary and editorial resources. IDGNS now maintains bureaus in the following cities: Boston, New York, Washington, D.C., San Francisco, Miami area (for all of Latin America), London, Paris, Brussels, Munich, Stockholm, Hong Kong, Singapore, Taipei and Tokyo. For more information, visit www.idgns.com. WU

Pat McGovern in the news

The Webzine *Salon* recently published an article, "Pat McGovern's 'Technology Publishing For Dummies,'" that profiled IDG's chairman and his substantial publishing achievements. View it online at www.salon.com/tech/feature/1999/09/24/idg_mcgovern/index.htm/

In addition, McGovern again appeared on the Forbes 400 list, this year in the No. 132 slot. The annual list ranks individuals in the U.S. with the highest net worth.

The profile notes he is a "lifelong computer lover, won a scholarship to MIT after designing invincible chess-playing machine. Founded IDG in 1964, now global giant." For more information, see the Oct. 11 issue of Forbes or go to www.forbes.com/forbes/99/1011/6409238a.htm. WU

New China address

IDG China Co. Ltd., ExecuTrain China, and IDG Technology Venture Investment (Beijing) recently moved to the following address:

Room 616, Tower A
COFCO Plaza
8 Jianguomennei Dajie
Beijing 100005
People's Republic of China

Tel: +86-10-6526-0861
Fax: +86-10-6526-2500

For ExecuTrain China:
Tel: +86-10-6526-0868
Fax: +86-10-6526-2336

primer back to basics

Design

CIO Group Director, art and design, **Mary Lester** is this week's columnist.

Design jargon

Dummy Usually not a person on staff. Most often refers to a rough layout or suggestion of a design treatment. At this rough stage it's still possible to discuss changes without being killed.

Mock-Up See dummy.

Team roughs Not exactly a skirmish, but close. This is the point in time when editors and writers have a chance to see headlines, decks, captions, callouts and art elements in place. Smart designers organize this meeting to take place about 15 minutes from some other critical event (like lunch) to preclude long drawn-out discussions of the various merits of complicated and obscure issues (like, "why did we photograph this guy?").

Deck The chunk of type that follows the headline.

Mainbar/sidebar Mainbars are the main story. Sidebars are "side" stories, or the pieces of the story that work best as separated, often boxed elements.

Masking tape, wax, layout board and X-acto knives These would be tools that you could hold in your hand and had a texture, weight and temperature. They were messy, dangerous and cumbersome. And I think most designers actually miss them.

Picas A measurement used to confound non-designers. If you have to ask what a pica is, you're at our mercy.

Q Give us a snapshot description of your job.

A At *CIO*, we have four teams, each dedicated to producing one of the four sections we create each month. Designers attend the full spectrum of issue development meetings, from the first "blue-sky" brainstorming sessions, through idea refinement and "pitch," when stories are actually slotted. When stories reach the draft stage, designers read their assignments and discuss presentation ideas with the writer and editor and share their plans with their team at the group art meeting. I attend slotting meetings to get a good overview of upcoming issues and cover possibilities as well as art meetings and special-issue planning meetings. I also attend team roughs and a separate rough proofing session for each issue with just the designers.

Q How do you make design related to IT topics interesting and engaging?

A You have to be able to think very abstractly. Understanding data salon interfaces is a lot different from understanding outstanding chocolate crepes. It helps to be humble enough to ask writers and editors to explain what they know about the topic. Together, you find yourselves decribing ideas via metaphors. You're talking about how it's like your dog fetching something, or a head exploding, or God forbid, the dreaded "puzzle piece metaphor." Before you know it, you have a pretty good understanding of the technology and a great idea for an illustration. Over time, you actually do start to understand this stuff and can start asking more intelligent questions. Then you get into the dangerous range of suggesting "better" headlines and decks and you discover whether you have a good relationship with your editors. Or not.

Q Are there some basic principles of design to which you generally adhere?

A I always prefer simple over complex. I like clean, clearly organized content. I'm no longer afraid to make structural recommendations to editors and often suggest places where I think a clearer label or headline is needed to help draw a reader into an element.

Charts and sidebars have to stand on their own. You can't assume a reader will read 1,500 words of text and dutifully identify obscure references to "figures 8a, 9 and 10.2" and associate them with the appropriate paragraphs of explanation. Charts can be a wonderful entry point. They can also confuse readers and turn them off if they're not edited and designed with the reader in mind.

Consultants rarely provide usable chart material. It may look like a chart and sound like a chart, but it conveys no comprehensible information.

Q How important is a publication's design in the overall production of a publication?

A For me, design is not an "in-your-face-event." It's a gracious, smart presentation of marvelous information that just *happens* to be easy to read, easy to navigate, is lusciously entertaining and quietly captivating. When design is right, you appreciate it but aren't hampered by it. It's a tough line to find. When it's wrong, everyone knows it. When it's really right, it seems effortless and obvious.

Q Are there other publications (besides *CIO*!) whose design you particularly admire?

A *Garden Design* and *Saveur* have intricately detailed typography and beautiful, large images. I always find *Inc.* to be entertaining and well-designed. They succeed in making business look interesting and fun. *Worth* uses a lot of great art and smart-looking type.

Q What kind of training does someone need today to rise up the art masthead?

You have be technically proficient. Willing to learn new programs and be able to troubleshoot basic computer problems. More important, you need to be able to grasp the content of the material you're working on and be able to communicate clearly with less-visually oriented editorial partners about the intent and direction of the story. Building effective relationships with your teammates is critical; it gets you through the inevitable tough spots when you need each other to solve a problem. You have to be passionate about good design, willing and eager to look for innovative ways to present information. You also have to be a capable project manager, able to juggle overlapping deadlines and conflicting priorities. You have to stay on budget, and get your stories shipped on time, no matter what. Effective designers have visual skills, as well as an appreciation for the written word.

Mary Lester can be reached at mlester@cio.com.

European e-commerce readies for explosive growth

Frank Gens, IDC's senior vice president of Internet research, made the following predictions about the European e-commerce market by 2003:

- US$1.3 trillion worth of business will be conducted over the Internet, up from approximately $50 billion in 1998.
- Europeans will for the first time outnumber Americans to become the largest Internet user group, as the total of 'Net users worldwide reaches more than 500 million, up from 160 million in 1999.
- While the U.S. will continue to lead the world in the total value of electronic-commerce transactions, both Germany and the U.K. are poised to surpass Japan to become the second- and third-largest e-commerce economies in the world.
- No fewer than seven of the top 10 e-commerce countries will be in West Europe, with Germany's e-commerce transaction value growing at a compound annual rate of 147% from 1998 to 2003, to reach $62.8 billion.

IT Forum

continued from page 1

The European IT Forum examined, among other topics, how this trend will affect the attributes needed to create a successful e-commerce site.

Following the opening address by IDG Chairman **Pat McGovern**, IDC senior vice president of Internet research **Frank Gens** outlined success strategies for the new Internet economy. He noted that businesses must build next-generation Web sites. These must focus on service, integration and interaction, and be local and personal, compared with the first generation of Web sites that focus mostly on security. Businesses must make the right investments to globalize Internet business, he said. For example, investments must be made in special content, localized content, prices and services.

Much of the Forum had a different format from years past. For seven of the major presentations, the industry executives delivered their remarks and were then interviewed onstage by one or two IDC analysts.

More than a dozen industry executives participated, among them Michael Dell, chairman of the board and CEO, Dell Computer; Scott McNealy, president and CEO, Sun Microsystems; Erwin Koenigs, chairman and CEO, Software AG; and Tim Koogle, chairman and CEO, Yahoo. Guest speakers Nicholas Negroponte, founder and director, MIT Media Lab, and MIT Professor of Management and Economics Lester Thurow were particularly popular. IDG News Service reports summarizing many of the presentations are available www.idc.com/Events/euroitf99/eitfpress.htm.

IDG Vice President Technology **Bob Metcalfe** wrapped up the proceedings with his views on next-generation Internets.

The Forum also featured three more traditional breakout sessions. Two of them, "All You Wanted to Know About IT in Europe in 90 Minutes" and "Web Usage Models and Enabling Technology for the New Economy," were led by teams of IDC analysts. The third, "Web Rising Stars in Europe," featured five entrepreneurs whose companies are e-commerce success stories. Those firms are iMediation, Datanord Multimedia, Sprotal U.K. Limited, KeeBoo Corp. and EQOS Systems Ltd.

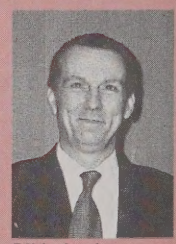
IDC staff tried a new marketing tactic that proved quite successful in terms of building attendee and media interest. In the months before the Forum, IDC asked each keynote speaker five questions of broad IT interest. The answers were posted on the IDC.com home page in the "What's New?" section and are still available by clicking on the "What's New" headline. According to European Marketing Manager **Meryl Salter**, one sponsor told her she had fielded 20 press requests for interviews as a result of one of the speakers discussing her company's product.

In all, 14 corporations signed on as sponsors, among them Novell, Software AG, Lotus and Anderson Consulting.

In addition to Salter, key staff involved with organizing the forum represented a cross-section of IDC staff throughout Europe: European Conference Program Director **Myriam De Greef**, European Conference Manager **Marie France Jenchenne** and Database Coordinator **Novella Giardini**, all of the IDC European Conference Center in Belgium; European Conference Business Development Manager **Francesco Corra**, Assistant to the President/Quality and Office Manager **Stefania Basanisi** and Marketing Services Assistant **Alessandra Ughi**, IDC Southern Europe; Marketing Communications Specialist **Mathew Heath** and Sales Support Administrator **Mary Harvey**, all of IDC U.K.

Next year's European IT Forum will be held Sept. 10-12 in Monaco. For more information, contact Myriam De Greef at mdegreef@idc.com or go to www.idc.com/events. WU

Automated Web business near



Bilderbeek

Pim Bilderbeek, IDC's European Networking director, noted that "One of the nice things about the Forum is that IT users, vendors and analysts are able to exchange their ideas and visions about the future of the information technology and telecommunications industry."

During the "Web Usage Models and Enabling Technology" breakout session, in which Bilderbeek talked about cable modems and DSL, IDC Senior Vice President **John Gantz** spoke about technology trends, IDC Senior Vice President **Gigi Wang** covered telecommunications issues, and European Internet Research Director **Stefan Elmer** gave his view on the European Internet. "Stefan, for example, talked about how doing business on the Internet is going to be fully automated," Bilderbeek said. "A typical future scenario: After someone initiates an order, computers will order products and services from other computers without the need of human intervention. In such a highly networked economy, transparency rules over protectionism."

Job Opportunities - October 4, 1999

Regional Sales Manager (CIO)
CIO Communications has an exciting opportunity for an experienced Regional Sales Manager in the San Francisco area. In this position you will be responsible for prospecting new accounts while maintaining and expanding client relationships. Ideal candidates for this position will possess a minimum of 5 years experience in hi-tech ad sales, be familiar with tech community accounts and the geography for Northern California. Candidates must also possess excellent communication and presentation skills. Knowledge of the hi-tech industry is essential and an understanding of the elements which create opportunity in the advertising community are a plus! *Location: San Francisco, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Regional Sales Manager (CIO)
CIO Communications has an exciting opportunity for a Regional Sales Manager. This person will be responsible for selling print and on-line advertising and prospecting and developing new business. Ideal candidate for this position will be an experienced sales professional with an excellent track record and superior communication and presentation skills. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Copy Editor (Comp Curr)
Computer Currents magazine is seeking a full-time Copy Editor for original copy editing, page layout duty, and galley proofing. Requires eye for detail, ability to meet weekly deadlines and Mac literacy. The following skills are a plus: familiarity with AP style and experience with QuarkXPress. *Location: Berkley, CA*
Contact: R. Luhn, Fax: 510-527-4106, Phone: N/A, Email: rluhn@aol.com

Managing Editor (FCW)
Federal Computer Week seeks a high-energy, creative Managing Editor to edit multiple sections of the publication's print and online versions, and provide day-to-day management of reporting staff and freelancers. Journalism/English background, 5-7 years publishing experience, and previous supervisory responsibilities required. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

Research Manager, Consumer Devices (IDC)
This position will be responsible for leading IDC's research in key consumer emerging markets. Research areas will include all areas of the gaming industry, as well as aspects of home networking and information appliances. The individual will have superior analytical, communications, and leadership skills. Responsibilities will include market sizing, forecasting, market share statistics, competitive analysis, and supporting our consumer devices research. The successful candidate will have excellent verbal and written communication, be detail-oriented, and be able to work as a team member with other IDC consumer device analysts. At least 4 yrs of related experience is required and experience within the gaming or consumer electronics industry is preferred. *Location: Mt. View, CA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Account Executive, Services Accounts (IDC)
IDC is seeking an outside sales professional who has 1 to 5 years quota carrying experience and 3 - 5 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require basic sales skills of prospecting, qualifying, demonstrating, handling objections and closing sales. This Account Executive will be responsible for representing IDC's entire product line and will report to the AVP for Services Accounts. Position will be responsible for finding new business within nonexisiting IDC accounts throughout the eastern US and requires 25% overnight travel. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team selling environment. Strong computer skills a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Client Service Representative, IT Advisor (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Framingham, MA*
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Desktop/Network Support Specialist (IDC)
Reporting to the Information Systems Manager, the Desktop/Network Support Specialist provides complete first- and second-level support for desktop applications and the network for more than 400 U.S. users. The candidate will configure and deploy all desktop software and hardware and work closely with senior systems engineers to maintain system and network administration. The candidate will also be involved in state-of-the-art desktop management systems, including Novell's Z.E.N. Works, and ManageWise suites. The ideal candidate will be energetic, have three or more years of experience supporting and configuring PC hardware, software, and networking, have strong troubleshooting skills and a thorough understanding of MS Office, Windows 95, and PC hardware. Must enjoy working with people and learning new technologies. *Location: Framingham, MA*
Contact: G. Tanen, Fax: 508-935-4432, Phone: 508-935-4652, Email: idc_jobs@idc.com

Office Services Coordinator (IDG)
IDG is seeking an Office Service Coordinator. Responsibilities include sorting and distributing mail, FedEx, UPS, and other inbound material, shipping and receiving, moving furniture, set-up and maintenance of conference rooms, and other duties and special projects as assigned. Candidate must be detail oriented, well organized and have the ability to communicate effectively with all levels of staff, including executives. Experience in mailroom, shipping/receiving environment desired. Ability to lift 50 lbs. and maneuver 150 lbs. required. Valid MA driver's license & an excellent driving record. Knowledge of Lotus Notes preferred. *Location: Framingham, MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: N/A, Email: jajobs@idg.com

Manager of Client Operations (IDG.net)
IDG.net is seeking a sharp, dynamic Manager of Client Operations to oversee rate-setting and sales support functions of its Global Web Ad Network. This individual will work with IDG's local online publishers to develop ad rate and bundle programs and policies; represent IDG.net on internal and external committees; and manage and maintain IDG.net's relationship with local and international IDG site representatives. In addition, the Manager of Client Operations will work closely with the Director of Ad Production to address campaign-specific ad trafficking, serving and reporting issues. Qualified candidates will have a four-year degree; excellent consensus-building skills; analytical, writing and general management skills; strong attention to detail; the ability to thrive in the lean, entrepreneurial environment typical of an online publishing operation; online media expertise; and the standard of excellence required to lead a key Web effort for a multi-billion dollar company. *Location: San Francisco, CA*
Contact: S. Huseby, Fax: 415-267-4558, Phone: 415-267-4517, Email: springer_huseby@idg.net

Assistant Product Manager (IDG.net)
IDG.net is seeking an energetic and detail-oriented Assistant Product Manager to serve as product champion for IDG.net email newsletter and list rental services. This individual will be responsible for coordinating all aspects of the newsletter and list rental programs. Responsibilities will include tracking inventory availability, formulating responses to RFP's, managing the newsletter ad schedule as well as providing the IDG.net sales team with all the necessary marketing materials and product information. The Assistant Product Manager will also work closely with the IDG.net production team to ensure the timely posting of all campaigns. Qualified candidates will have a four-year degree; excellent analytical, writing and general product management skills; strong attention to detail. *Location: San Francisco, CA*
Contact: S. Huseby, Fax: 415-267-4558, Phone: 415-267-4517, Email: springer_huseby@idg.net

Manager of Client Services (IDG.net)
IDG.net is seeking a sharp, dynamic Manager of Client Services to oversee the sales support functions of its Global Web Ad Network. This individual will lead the team of account executives who support the IDG.net GWAN ad sales team; work with IDG's local online publishers to develop ad rates and bundle programs and policies; manage and maintain IDG.net's relationship with local and international IDG site representatives; manage client service aspects of the IDG/CNN Volume Advertising Bundle program; and manage the creation and distribution of sales support materials. This manager will work closely with the Director of Ad Production to address campaign-specific ad trafficking, serving, and reporting issues and will report to the IDG.net GWAN VP Ad Sales. Qualified candidates will have a four-year degree; excellent consensus-building skills; analytical, writing and general management skills; strong attention to detail; the ability to thrive in the lean, entrepreneurial environment typical of an online publishing operation; online media expertise; and the standard of excellence required to lead a key Web effort for a multi-billion dollar company.
Location: San Francisco, CA
Contact: M. Crafts, Fax: 415-267-4558 , Phone: 415-267-4528, Email: mark_crafts@idg.com

Online Account Manager (IDG.net)
IDG.net is looking for online Account Managers to join the IDG.net online sales team. Responsibilities include full range of outside sales and account management duties. Position requires: servicing and expanding existing business, development of special opportunities, and coordinating group sales efforts with IDG sales representatives across multiple business units. Candidates should have a minimum of 2-3 years outside sales experience and at least 1 year of online sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. Online ad sales experience necessary; familiarity with the high tech and global markets highly desired. *Location: Southboro, MA*
Contact: M. Crafts, Fax: 415-267-4558 , Phone: 415-267-4528, Email: mark_crafts@idg.com

Online Account Manager (IDG.net)
IDG.net is looking for online Account Managers to join the IDG.net online sales team. Responsibilities include full range of outside sales and account management duties. Position requires: servicing and expanding existing business, development of special opportunities, and coordinating group sales efforts with IDG sales representatives across multiple business units. Candidates should have a minimum of 2-3 years outside sales experience and at least 1 year of online sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. Online ad sales experience necessary; familiarity with the high tech and global markets highly desired. *Location: San Francisco, CA*
Contact: M. Crafts, Fax: 415-267-4558 , Phone: 415-267-4528, Email: mark_crafts@idg.com

Online Account Manager (IDG.net)
IDG.net is looking for online Account Managers to join the IDG.net online sales team. Responsibilities include full range of outside sales and account management duties. Position requires: servicing and expanding existing business, development of special opportunities, and coordinating group sales efforts with IDG sales representatives across multiple business units. Candidates should have a minimum of 2-3 years outside sales experience and at least 1 year of online sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. Online ad sales experience necessary; familiarity with the high tech and global markets highly desired. *Location: NY/Stamford, CT*
Contact: M. Crafts, Fax: 415-267-4558 , Phone: 415-267-4528, Email: mark_crafts@idg.com

Contract Coordinator (IDG/B)
Seeking a highly motivated, detail-oriented team player to assist the Legal Services Department in the creation and processing of contract templates, boilerplate language and potential minor drafting. This individual will provide support to the Legal Services contract staff, which will include various administrative duties, maintenance of contract files, conducting contract analyses, database administration/data entry, and creation and preparation of reports. Requires flexible individual capable of multi-tasking in high volume, fast-paced, proactively responsive environment with minimal supervision; interaction with internal and external client personnel; proficient in Word, Access and Excel on the PC. Minimum 2 years administrative experience, preferably in a legal environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Copyright Coordinator (IDG/B)
Seeking a highly motivated self-starter for the preparation and administration of copyright registration forms for all IDG Books publications. Responsibilities will include database administration/data entry and tracking of registrations; report creation and generation; general administrative duties and support of Legal Services Department as workload permits. Requires a flexible individual capable of multi-tasking in high volume, fast-paced, proactively responsive environment with minimal supervision; outstanding interpersonal and communication skills; interaction with internal personnel and US Copyright office, and attention to detail with a high degree of accuracy essential. Must be proficient in Word, Access, and Excel on the PC. Minimum of 1 year administrative experience. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Foreign Rights Assistant (IDG/B)
The Foreign Rights Assistant will support the foreign and domestic rights managers by providing review material, sales and marketing information and publication schedules to translation partners and book clubs. Requires experience working in an office environment and the desire to gain sales and marketing skills. The ability to multitask in a fast-paced environment is essential. Successful candidate should be detail oriented, proficient in MS Office products, and have strong organizational and communication skills. Multilingual and an interest in other cultures preferred. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Subsidiary Rights Assistant (IDG/B)
The Subsidiary Rights Assistant will be responsible for receiving and routing foreign editions, handling consumer requests, filing, faxing, photocopying, meeting scheduling, arranging travel, processing expense reports, PowerPoint presentations, and database management. Must have professional phone manner, be highly organized with good project management skills, and detail oriented with the ability to prioritize and multi-task independently in a fast paced environment. Proficient in Word and Excel, PowerPoint, and FileMaker a plus. Candidate must be a bright, enthusiastic team player. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Reporter (IFW)
Seeking a self-starter Reporter to cover the networking industry, technologies and end-user issues. The Reporter will contribute to InfoWorld.com on a daily deadline basis as well as produce scoop-oriented and analytical articles about the networking industry for print. In addition, the reporter will write feature articles on a quarterly basis. Candidate need not have prior reporting experience, but should have outstanding writing skills and some exposure to the high-tech industry. PC skills are required. *Location: Boston, MA*
Contact: M. Lamonica, Fax: 650-312-0668, Phone: 617-303-7811, Email: resumes@infoworld.com

Site Coordinator (IFW)
The Site Coordinator will provide weekly content of InfoWorld to various online services; codes and posts columns, reviews, and product comparisons for InfoWorld.com; provides InfoWorld's reprints department with articles from InfoWorld; archives all content of InfoWorld print. The candidate will also ensure successful transition of art and content to the online product utilizing HTML, XML, and other Web programming and scripting languages. Integrates all content on Web pages. Applicant should have knowledge of FTP software, XML, and HTML, Photoshop, Illustrator, and Word; experience using Macs and PCs; familiarity with computing and online publishing. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Sales Associate (IFW)
INFOWORLD is seeking a Sales Associate who will provide support in our Rochelle Park, New Jersey office. Working as part of a team, you will maintain sales/prospect databases, prepare analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team is important. Computer skills: Lotus Notes, Word, Excel, PowerPoint, and internet familiarity are necessary. *Location: Rochelle Park, NJ*
Contact: L. Peddie, Fax: 508-370-0019, Phone: 508-370-0815, Email: laurel_peddie@infoworld.com

Latin America Copy Editor (IPS)
The IDG News Service is seeking a full- or part-time copy editor for its Spanish-language wire service. The candidate should be fully bilingual in Spanish and English, meaning he or she should be able to read, write and speak both languages with fluency. A knowledge of Portuguese would be a plus. The ideal candidate has a solid command of AP style, a handle on issues and topics related to the information technology (IT) and telecommunications industries, as well as knowledge of Latin America. He/she should be able to edit stories that have been translated from English to Spanish and also be able to do on-the-spot translations, as well as editing stories written originally in Spanish. Specific responsibilities will commensurate with experience and ability, but the successful candidate may have the opportunity to showcase writing talent, covering breaking news as well as writing occasional in-depth features, case studies and trend stories. *Location: Miami, FL*
Contact: J. Perez, Fax: No fax number, Phone: 954-443-1622, Email: juan_perez@idg.com

Marketing Communications Manager (NW)
The Network World Marketing Department is seeking a dynamic and creative individual to oversee the Marketing Communications function. Individual will work closely with the Marketing Director to set the strategic direction for marketing and work closely with the Sales organization. Individual will manage a staff of four and be responsible for producing quality, timely, marketing collateral including presentations, datasheets, brochures, direct mail, trade show materials and advertising. Qualified candidates must have 3+ years of marketing experience in high tech or publishing with demonstrated ability to manage a diverse group, make timely and effective decisions, and achieve results! Effective communication skills and the ability to write and edit effectively is essential.
Location: Framingham, MA
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7568, Email: hothobs@nww.com

Copy Editor (PCW)
PC World is seeking a reliable and organized individual to copy edit and proofread copy, input copy editing changes, verify statements of fact in articles and format galleys. Major areas of responsibility include tracking progress of all assigned articles through the production cycle; coordinating art and production elements; consulting with authors and editors as necessary; writing titles, subheads, captions, and other copy as needed. Qualified candidates will have at least three years' experience copy editing and proofreading, experience in copy editing for a monthly publication, good working knowledge of the "Chicago Manual of Style", working knowledge of Quark, Excel, and Word, and the ability to work well under pressure and to adhere to daily and monthly deadlines.
Location: San Francisco, CA
Contact: K. Stein, Fax: 415-442-1891, Phone: 415-974-7362, Email: kimberly_stein@pcworld.com

Executive Assistant, Editorial Dept. (PCW)
PC World's editorial department is looking for an experienced administrative employee to supervise the department's administrative staff and provide support to the Editorial Director. Primary responsibilities include hiring, training, and assigning tasks to the Editorial Administrative Assistants; planning and managing special projects, such as awards submissions and conferences; managing the schedule and answering the phones for the Editorial Director; updating the editorial calendar; and acting as the liaison between PCW Editorial and other departments. Candidates should have some supervisory experience, outstanding organizational skills, and experience with word processing (Word) and spreadsheet applications (Excel). Candidates must be willing to learn new applications and eager to expand their knowledge of the PC industry. *Location: San Francisco, CA*
Contact: L. Grubbs, Fax: 415-442-1891, Phone: 415-978-3275, Email: linda_grubbs@pcworld.com

IDC U.K. turns 30

Continued from page 1

*Brian Wilson, worldwide planning director for Amdahl, and Eddie Marie, marketing manager for Tivoli Systems, enjoy a laugh with **Martin Hingley**, IDC senior research director for the Commercial Systems Expertise Center, and **Michael Melenovsky**, group VP in charge of IDC's Worldwide Services Research.*

*IDG Chairman **Pat McGovern** discusses the early days of IDC and the decision to launch the first overseas subsidiary in the U.K.*

*IDC Managing Director **Keith Henry** (left) presents IDG Chairman **Pat McGovern** and his wife Lore with a painting of London's Chiswick Bridge.*

IDC U.K. at-a-glance

Established August 1969

Number of employees 70

Top clients ICL, IBM, Novell, Amdahl, Cisco and British Telecom

Major competitors Gartner and Dataquest

Services offered Hosting 10 European Expertise Centers as part of IDC Global product lines, supported by local research and consultancy services.

Top accomplishment in FY99? Combined regional profit of around $1M

Top goals for FY00? Retain excellent staff and recruit new talent from the industry while maintaining profit growth momentum.

Prediction for 2000? IDC EMEA's new European Sales and Marketing Organization will unleash record sales across the EMEA region.

tion, given that, in 1969, there was no competitive presence," McGovern noted.

Next to speak was **Peter Rowell**, who served as IDC U.K.'s first marketing director and oversaw the company's relocation from atop a laundry in Camden Town, North London, to one of the two buildings it continues to occupy today at 2 Bath Road in Chiswick. Among Rowell's notable accomplishments was the hiring of **Shirley Horrocks**, who today serves as IDC U.K. regional HR director, and, with 22 years of service, lays claim to the title of longest-serving IDC U.K. employee.

Rowell recalled the early days of IDC U.K. in which the company essentially defined the market research function in Europe by becoming the first entity to collect data on the size of the region's IT market. In the early 1980s, Rowell assumed the post of president of IDC in the U.S., but returned to the U.K. in 1987 to establish Regent Associates, which focuses on consulting services in the field of mergers and acquisitions in the IT industry.

Henry joined IDC as managing director in 1991 and said he was immediately impressed by the entrepreneurial culture and encouragement to try new things to improve IDC U.K.'s position in the market. Eight years later, IDC U.K. is the recognized leader in its regional market and forecasted to achieve approximately $1M for the country office and U.K.-based Expertise Centers in FY99.

Henry also noted that by listening to the clients and adapting to their changing requirements locally and internationally, IDC U.K. has contributed to IDC's overall status as a true global information partner. Henry will move to supporting this IDC global selling initiative full-time in FY 2000 with **Lucy Chaudhuri**, a 10-year IDC U.K. veteran, assuming the role of general manager of IDC U.K.

Henry noted that IDC is refocusing its EMEA sales and marketing operations by launching a new centralized EMEA Sales and Marketing Organization. Henry will serve as group vice president for the new organization, and will work closely with **Peter Pay**, who will serve as director of marketing and operations. "The goal is to align IDC to the new market realities where most of our top clients are now responsible for the combined EMEA region and where we will be focusing on using IDC's Global Selling program to drive new growth," Henry said. "This represents a close alignment of IDC U.S., EMEA and moving to Asia Pacific to form a truly consistent worldwide initiative."

McGovern formally recognized the success of all IDC U.K regional staff by presenting a plaque commemorating 30 years of IDC leadership and achievement. WU

noteworthy people

Vizard

IDG WORLD UPDATE

Lambros

IDG WORLD UPDATE

Langston

IDG WORLD UPDATE

Lawatsch

IDG WORLD UPDATE

Scarlett

KELVIN GOH

Blue

Promotions

InfoWorld Vice President of News **Mike Vizard** has been promoted to editor and will be responsible for news coverage of *InfoWorld* in addition to leading the editorial content of www.infoworld.com. "For the last five years, Mike has helped examine and define the strategic focus of *InfoWorld*, while shaping the best news coverage in enterprise computing," said Editor-in-Chief **Sandy Reed**. "We are fortunate to have someone of Mike's ability leading the news organization, and we're eager to benefit from his knowledge and insight as his role expands."

Network World Senior Sales Associate **Eleni Brisbois** has been promoted to administrative planning manager. With *Network World* for 12 years, "Eleni started assisting New England Sales and Direct Response Sales, moved into working with the previous sales manager and has been my right arm for about five years," said *NW* President and Publisher **Evilee Thibeault**. "She is lovely, conscientious, always willing to lend a hand and does a great job keeping me on track as well as managing our marketshare. She is one of the glue people at *NW* — she does a million different things — and her performance is always first rate."

New employees

Katie Gillard has been hired by IDG Global Solutions in the U.K. as a sales support executive. She was previously a passenger services agent with British Airways at Heathrow Airport's Terminal Four. She has studied special needs teaching and enjoys rollerblading and riding horses.

Previously sales manager for CMP's *Computer Reseller News UK* and in the "advertising media for many years," **Harvey Sarjant** joins IDG Global Solutions as manager, international sales. He enjoys tennis, golf and a good gin and tonic.

Associate Editor **Justin Lambros** comes to GamePro.com from *On The Boulevard* magazine in Los Angeles where he was associate art director/assistant editor. He holds a B.A. in English from Case Western Reserve University in Cleveland, Ohio, and a communications M.A. from Loyola Marymount University in Los Angeles. An avid filmgoer, he also enjoys basketball and running.

Tammy Gilson-Hodge has signed on with IDC as a research editor. She was previously a senior development editor with Professional Development Group, managing the content development of books and computer-based products. She graduated from the University of Albany-State University of New York with a B.A. in English/journalism. She enjoys traveling with her husband of a year and their cairn terrier and is an aspiring tango dancer.

A recent graduate of the University of California/Irvine with a B.A. in classical civilizations, **Kimberly Gibbons** has signed on as an administrative assistant at IDG Books' Foster City, Calif., office. She likes drama, writing and reading in her off hours.

Previously a professor of French at the University of California/Santa Barbara, **Anne-Isabelle Drewelow** joins IDG Books' Foster City, Calif., office as a trademark coordinator. She holds a B.A. in foreign languages and an M.A. in marketing and public relations from France's University of Bordeaux. Away from the office she enjoys reading, running and movies.

IDG Books' Foster City, Calif., staff welcomes Cover Coordinator **Elizabeth Klamut**. She holds a B.S. in magazine journalism with a minor in psychology from Syracuse University in Syracuse, N.Y. She previously did freelance editorial work for *The Architectural Record* in New York City and earlier this year moved to San Francisco and married.

Transfers

Carole Langston moves from being a print and online ad sales assistant at *Publish* to a conference sales assistant at *The Industry Standard*. She spends her evenings as a singer performing French cabaret songs.

Solutions Integrator Marketing Events Manager **Amanda Lawatsch** is now *The Industry Standard's* conference marketing manager. She holds a B.A. in art history from Colgate University in Hamilton, N.Y., enjoys running in the outdoors and can frequently be found in the wine country of California's Napa County tasting wine.

Amy McCabe moves from *CIO*, where she was a list services sales associate, to IDG List Services where she is an account executive and responsible for the sale of multiple IDG subscriber lists. She holds a B.A. in communications from the University of Massachusetts/Amherst, enjoys reading, rollerblading and roadtrips, and recently refinished an old bureau that now looks brand-new.

Returning employees

After "an almost five-year run as an extremely successful contract author/editor," following his tenure at Web Publishing, Inc., **Kane Scarlett** is back as the new editorial director for *DeveloperWorld*, an ITWorld.com Webzine. He holds a B.A. in English/economics from Virginia Commonwealth University and while his outside interests are "too many to mention, a nice walk is always a good thing."

Cidney Blue, previously a copy editor at *InfoWorld*, returns to IDG as chief copy editor for the IDG News Service's San Francisco bureau. She earned a B.A. in English from California State University/Fullerton and has been working on three screenplays: a romantic comedy, a science fiction and a "trashy horror" one. She recently acquired an agent for the latter.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Ann Clark *IDC*

18
David Brown *IDC*

17
Nilcimar Laino de Oliveira *IDG Brazil*

15
Melvyn Bennett *IDG Hong Kong*

12
Laurel Peddie *InfoWorld*

10
Gisela Nerke *IDG Germany*
Marcio Luiz Lopes *IDG Brazil*

9
Don Tennant *IDG Hong Kong*
Amy Bartulis *InfoWorld*
Katalin László *IDG Hungary*
Gloria Maria T. da Cunha *IDG Brazil*
Claudia Vieira da Silva *IDG Brazil*
Andrew Ware *IDC*

8
Jiri Zadnik *IDG Czech*
Martin LaMonica *InfoWorld*
Jose Luis Palacios *IDG Spain*
Linda Devine *IDC*
Darren Whiteman *IDG U.K.*

7
Petr Kefurt *IDG Czech*
Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*
Dawn Kezer *InfoWorld*
Pedro R. da Costa *IDG Brazil*
Freeman Bradley *IDC*
Bruce Davidson *IDC*
Robert Peyton *IDC*

6
Stanislav Borecky *IDG Czech*
Renata Majgotova *IDG Czech*
Stacia Burke *InfoWorld*
Peter Mayer *InfoWorld*
Maria Eloa Lyrio *IDG Brazil*
Marlise Pinto *IDG Brazil*

5
Ruzena Holikova *IDG Czech*
Jeff Meers *IDG Global Solutions*
Ana Garcia *IDG Spain*
Marcelo Leite Augusto *IDG Brazil*

4
Karel Taschner *IDG Czech*
Beat Welte *IDG Switzerland*
Iván Seres *IDG Hungary*
Balázs Spányik *IDG Hungary*
Louise Elliker *IDG Global Solutions*
Karen Battley *IDG Global Solutions*
Dee Harris *IDG Books*
Laura Ferrero *IDG Spain*

3
Jana Kekerlova *IDG Czech*
Pavel Houser *IDG Czech*
Jitka Vyhlidkova *IDG Czech*
Filip Kutis *IDG Czech*
Jesse Chooi *IDC Malaysia*
Cy Lucas III *InfoWorld*
Clark Morey *InfoWorld*
Robert Trott *InfoWorld*
Martin Canning *IDC Benelux*
Brenda Cox *IDG Books*
Alberto Kaduoka *IDG Brazil*
Zoe Crowder *IDC*
Robin Morris *PC Advisor*

2
Connie Yip *IDG Hong Kong*
Petr Mandik *IDG Czech*
Matthew Nelson *InfoWorld*
Cathleen Moore *InfoWorld*
Hiromi Yamada *IDG Japan*
Ryuta Nasukawa *IDG Japan*
Leslie Murray *Computerworld*
Eva Sandner *IDG Denmark*
Lisa Risley *IDG Books*
Ami Knox *IDG Books*
Wesley Romansky *IDG Books*
Mitchell Rose *IDC*
Sarah Smith *PC Advisor*

1
Karel Papik *IDG Czech*
Lenka Tabackova *IDG Czech*
Patrik Malina *IDG Czech*
Boris Schneider *IDG Switzerland*
Laura Wilkinson *InfoWorld*
Györgyi Kun *IDG Hungary*
Gyula Papp *IDG Hungary*
Sarolta Rátóti *IDG Hungary*
Gina Tan *IDC Singapore*
Ervin Hansen *IDG Denmark*
Chris Pengelly *IDG Global Solutions*
Daniel Vernazza *IDG Books*
Nicolau Centola *IDG Brazil*
Regina Marie Adams *IDC*
Sara Fitzgerald *IDC*
Veronica Gilligan-White *IDC*
Thomas Valovic *IDC*
Bruce Atlas *IDC*
Shane Pedros *IDC*
Christian Adanalian *IDC*
Robyn Patrick *IDC*
Marie-Luise Bayha *IDG Germany*
Michael Schmelzle *IDG Germany*
Christian Helmiss *IDG Germany*
Nikki Kopp *IDG Germany*
Alexander Bauer *IDG Germany*
Walter Reindl *IDG Germany*
Ingrid Breitenberger *IDG Germany*
Thomas Pilhatsch *IDG Austria*
David Rosenbaum *CIO*
Christine Cyr-Pereira *CIO*
Jessica Resendes *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Enterprise Resource Planning
Oct. 14-15
Milan, Italy
Contact: IDC Italy
www.idcresearch.it/eventi/erp99/index.html

Agenda
Oct. 16-20
The Phoenician Resort
Scottsdale, Ariz.
www.agendaweb.com
Contact: IDG Conference Management Co.
Tel: +650-312-0545

Channel Focus Pacific Rim
A Baptie & Co. event
Oct. 18-19
Seattle, Wash.
www.baptie.com
Contact: Volker Heistermann
IDG Global Solutions
volker_heistermann@idg.com

Internet Commerce Expo
Oct. 18-21
Moscone Convention Center
San Francisco
www.iceexpo.com
800-667-4423
Contact: Jill Mott
IDG World Expo
jill_mott@idg.com

IDC's Directions '99
Oct. 19-20
Lisbon, Portugal
www.pontoconv.pt

Storage Networking World
Oct. 19-21
A Computerworld conference
Renaissance Madison
Seattle, Wash.
www.computerworld.com/snw/index.html
800-343-6474
Contact: Faith Pasternack
faith_pasternack@computerworld.com

celebrating 10!

Name
Brian Clarke

Home
Watertown, Mass.

Joined IDC
May 1989 as an intern in the IDC Personal Systems Group

Career path
After a year as an intern, I launched the PC Pricing Service, and I have spent the past nine years building and enhancing this service.

Current title
Director, IDC PC Pricing Service. PC Pricing delivers real-time pricing data to PC manufacturers and price negotiating services to corporate and government end users.

Latest accomplishment
Recently married my wife, Kelly.

Interests outside the office
I like to be on the water boating (when the boat is functional) exploring New England's many islands. I also enjoy traveling with my wife to exotic places around the world. On our honeymoon to Alaska, I had a close encounter with killer whales while kayaking in Prince William Sound. A pod of two very inquisitive adult whales and a calf swam under and around my kayak giving me quite a rush.

Most rewarding thing you've ever done?
For the past six years, I have taken a visually-impaired person out on weekly shopping trips. While a person with this disability requires assistance to get through every day life, this individual has been an inspiration to me for what he has been able to accomplish despite being totally blind. Besides holding down a fulfilling career in sales, this individual has also developed into one of the top blind golfers in the country.

What talent do you wish you had?
I tried my hand at playing guitar in a garage band, but seemed to lack the natural talent to pursue my true fantasy job — being a rock star!

Fantasy job
President/CEO of a hot Internet startup.

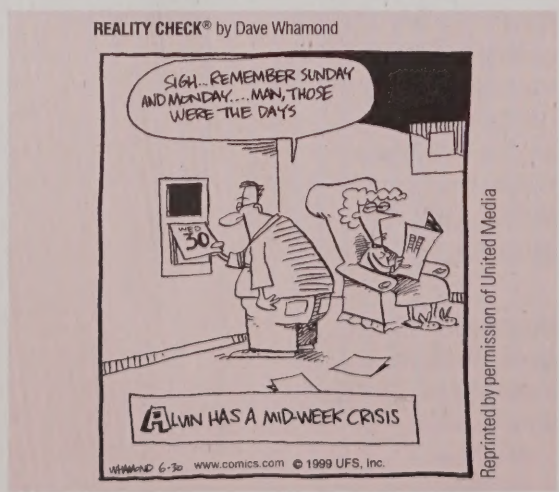
Favorite vacation spot?
Tie: Iceland and Thailand — about as opposite of destinations as they come, but Iceland for its stark, barren beauty and Thailand for its lush tropical environment.

*IDG Chairman **Pat McGovern** (left) recently escorted IDC's **Brian Clarke** to dinner at Boston's Ritz-Carlton in honor of his 10 years of service.*

Retirement dreams?
Still seems far off, but one house in the country, one in the city and one on the water.

Manager's profile
"Brian possesses a rare combination of technical know-how, business development skills, drive and creativity. Through the creation of the IDC's PC Pricing database, he has produced a de facto industry standard and one of IDC's most valuable research tools, which has been embraced by vendors and increasingly end users. He has always strived for and achieved new levels of quality and innovation in his work at IDC."

— Bruce Stephen,
Group VP/Worldwide Personal Systems Research


REALITY CHECK® by Dave Whamond
SIGH... REMEMBER SUNDAY AND MONDAY.... MAN, THOSE WERE THE DAYS
ALVIN HAS A MID-WEEK CRISIS
WHAMOND 6-30 www.comics.com © 1999 UFS, Inc.
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and finally...

Two of *Thai Computerworld*'s three employees were key contributors to a recent football victory posted by the IT Press Club of Thailand over the IT Vendors team. Editor **Philip Hall** and Assistant Editor **Stephen Thompson** braved the sweltering heat and helped their squad go beyond the 2-2 tie and win on penalty kicks. All participants and fans then retired to the clubhouse for *sanook* ("good fun" in Thai).

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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Annual Worldwide Managers Meeting stresses "eIDG"

Photo calendar winners! See page 8.

Anyone unclear about the direction in which IDG is moving need only glance at the agenda for last month's Worldwide Managers Meeting. Dominating the two and a half days of meetings were sessions with titles such as Leading Online: Raising the Standard, Staging Internet Investments, Online Commerce, Online Events, Online Recruitment, Online Auctions and IDG Books: Branded Knowledge 24x7.

***Henry Morales**, general manager of IDG Mexico (left) chats with **Martin Taylor,** managing director of IDG New Zealand during a break in the meeting. The two were among the 100-plus attendees at last month's meeting on Tenerife in the Canary Islands.*

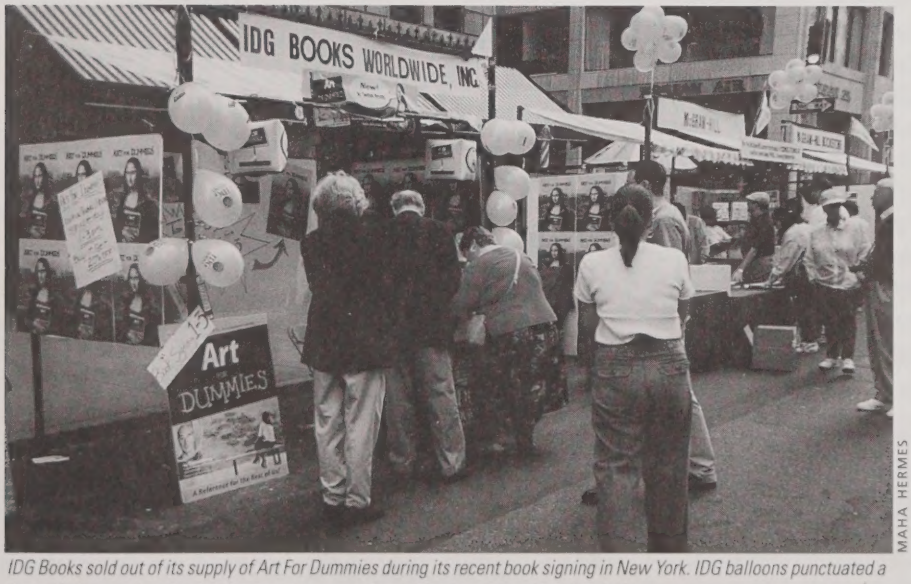
"Growing and sustaining the momentum of 'eIDG' is clearly an important priority for us as we enter the 21st century," noted IDG President and CEO **Kelly Conlin**. "By 2020, we intend for more than 70% of IDG's worldwide revenue to derive from Internet-based services."

During the meeting, which took place Sept. 22-25 at the Gran Hotel Bahia Del Duque on Tenerife in the Canary Islands, Conlin identified five key strategies important to ensuring that IDG remain on track to achieve this goal and urged managers to focus their efforts on the following areas:

Building branded information services. Are you fully leveraging the brands you are responsible for? Do you have not only the print publication, but also the leading branded online site and branded event for each audience you serve?

continued on page 5

New York may be Book Country, but it's now Dummies Country, too



MAHA HERMES

IDG Books sold out of its supply of Art For Dummies during its recent book signing in New York. IDG balloons punctuated a line of IDG Books booths that displayed, among others, titles from Macmillan (far right).

IDG Books took advantage of its first appearance at the 21st annual New York Is Book Country (NYIBC) street-fair-cum-trade-show last month to launch *Art For Dummies*, with a signing appearance by author Thomas Hoving at its kiosk.

Hoving, former director of New York's Metropolitan Museum of Art, autographed all of the available copies of his book, said IDG Books Trade Show Specialist **Maha Hermes**. "He was very humorous and gave his full attention to everyone he signed for. He posed for photographs and imitated the Mona Lisa from the cover of *Art For Dummies*, complete with the little smile."

Hermes said NYIBC, which took place for six hours outside on Manhattan's Fifth Ave. between 48th and 57th Sts. and drew 225,000 people to 180 publishers' and bookstores' booths, is not a run-of-

continued on page 7

Managers share "Great Ideas" at annual gathering

Below are a sampling of the great ideas shared by IDG's worldwide managers at last month's Worldwide Managers Meeting in Tenerife. Upcoming issues of IDG World Update will feature additional ideas.

Martin Taylor
IDG New Zealand
Great Idea: A reader help column called Press F1

Since its inception, *PC World* has run a reader help column called Press F1. Its success prompted an ever-increasing flood of mail and reached the point where it was swamping its freelance editors. Our idea to solve this was to get readers to post their questions in a mediated online forum that would allow readers themselves to answer many of the questions, reducing the load on our writers. The resulting forum Press F1 Online has been very effective in that regard but also delivered an unexpected bonus: it is now the second most visited part of our Web site, after the daily news service.

At the end of each month, we choose the 10 best letters to appear in the print version of Press F1 in *PC World*'s How To section. Thus the net extra cost to us is zero, and we have a substantial amount of online ad inventory to sell around the online forum. Press F1 Online uses a custom Notes-based application and includes an alert facility to notify posters when their items have generated a response. It can be viewed on our Web site www.pcworld.co.nz. *Taylor may be reached at martin_taylor@idg.co.nz.*

Jeff Edman
PC World
Great Ideas: New Presentation, Special Advertising Sections, Press Release Blitz

New Presentation
We created a new presentation using Mediamark Research, Inc. and other syndicated research that examines the characteristics of people who only read computer magazines, only surf the 'net (no magazine readership), and those who do both. It also looked at the two-year growth patterns of the universe of all three groups. It shows fairly convincingly that 'net usage actually increases interest in computer magazines while business pubs, general interest pubs, etc. all drop. The Web is affecting print and its effect is positive for computer books.

Special Advertising Sections
Maybe not the most original idea, but, man, did we sell a ton of these! *PC World* is now running two special advertising sections each month, written by independent editors and sold to incremental advertisers. Topics range from "Operation Presentation" to "The Mobile Manager." Typically, we run between eight and 16 incremental pages of space through these sections at a yield that's actually higher than the rest of the book.

Press Release Blitz
There's so much good news happening around *PC World* that it's hard to be sure all of it gets out. So, we've organized a series of press releases that mail to our advertiser and prospect list at the rate of about one every other week. Research wins, good circulation news, promotions, editorial awards, ad page/market share gains, etc. are all reasons for a press release blitz. They cost next to nothing and really make an impact. A rep can even use one across the desk to illustrate comparative data and position mighty *PC World* against our competitors. And, occasionally, the trade press actually picks one up, which adds to our visibility. When visiting clients who have recently received one, I'm often congratulated on the good news right when I walk in the door! *Edman may be reached at jeff_edman@pcworld.com.*

Tiffany Shlain
The Webby Awards
Great Ideas: City Competition, Brand Alliance

City Competition
When planning an event, contact the city's Visitor and Convention Bureau. These city organizations probably see your event as a major asset to the city where it is held. Mayor Giuliani of New York tried to lure The Webby Awards to move to New York and offered Radio City Music Hall as just one of the many enticements. A whole battle ensued in the press between Mayor Giuliani and Mayor Brown of San Francisco vying to host The Webby Awards. By the end of the negotiations, we accepted a healthy, comprehensive package of benefits from the City of San Francisco.

IDG Brand Alliance
IDG has so many strong brands worldwide that can help you grow your brand. When promoting The Webby Awards People's Voice voting last winter, we sent a Webby poster and introduction letter to every IDG office around the world. The response was amazing. One lead led to a simulcast party in London the day of our event. *Shlain may be reached at tiffany@webbyawards.com.*

John Battelle
The Industry Standard
Great Idea: The Weekly Rooftop

One of our best ideas is the weekly rooftop. We throw a party each week on our roof for our community; people are now flying from New York City for it. We have lines around the block, it's the hot after-work ticket, it solidifies our place as the community leader for the Internet industry, and now they are sponsored, so it makes money! The whole story is very interesting. At first it could have been dismissed as a waste of money, but it has paid back in huge, huge ways. We have more than 2,000 people registered to come to these parties, and it's a great way to create community and get deals done. All on our deck! *Battelle may be reached at johnb@thestandard.com.*

John Rousseau
IDG Games Media Group
Great idea: GamePro brand extension programs

Our best idea of FY99 would have to be our GamePro brand extension programs. Through a licensing agreement with our partner Entertainment Brands, we have launched GameProSuperstore.com and a chain of GamePro Retail Entertainment Centers across the U.S. *Rousseau may be reached at jrousseau@gamepro.com.*

Q and A

John Rousseau
The president and CEO of IDG Games Media Group is this week's guest columnist.

IDG Games Media Group at-a-glance

Location San Francisco

No. of employees 40

Products *GamePro* magazine, the world's largest multi-platform gaming magazine; The IDG Games Media Group Industry White Paper; and quarterly newsstand special issues.

***GamePro* established** 1989

Web site
www.GameProWorld.com

Recent accomplishments
1) Sold more than 600,000 issues of the January 1999 issue, a *GamePro* record.

2) In June, announced industry-leading circulation of 515,880: over 30% more than closest competitor.

3) In September, the first of a chain of GamePro retail/entertainment centers opened in North Carolina, and GameProSuperstore.com went live online selling new and used video and computer games at discounted prices. Plans to expand the product range on the site to include collectibles and accessories are in the works as well.

Q Describe your competitive environment.

A *GamePro* magazine is the No. 1 publication in our market. With a circulation of 515,880, we are over 30% larger than our closest competitor. And with a total reach of over 3.4 million male teen readers every month, *GamePro* has become the fifth largest male teen magazine and one of the most widely recognized brands in the U.S.

As the popularity of video and computer games increases and the market expands we are seeing more competition and new titles from publishing companies like Ziff-Davis and Imagine Media. And in just the last few months the German publishing company Computec has announced plans to launch two new gaming magazines in the U.S. This competitive activity helps to keep the market vibrant and healthy, and keeps advertisers focused on the value of the print medium. *GamePro*'s dominant position, 10-year publishing history, and focus on serving the teen market gives us a distinct advantage over our competitors. But we are always looking for new ways to increase our readership and expand the power of the *GamePro* brand for many years to come.

Q What has your company been doing to address teen violence issues?

A As the No. 1 magazine in the gaming market, we at *GamePro* feel a responsibility to educate and inform gamers and parents about the content of the video and computer games they are considering purchasing. We include Entertainment Software Rating's Board (ESRB) ratings, the industry standard for rating the violent or sexual content of games, in all of our game reviews — both in the magazine and online. Our editor-in-chief **Wes Nihei** regularly informs gamers about how to use the ESRB ratings and the importance of separating the fantasy of game play and the reality of real life. And we have partnered with Boy's Town, one of the country's oldest and most widely respected crisis centers, to make a 24-hour toll-free help line available to our readers for support on a wide range of issues that face today's teens — everything from teen violence to suicide.

GamePro has also taken a very pro-active stance with our advertisers. Our long-standing policy of refusing any advertising that does not meet our standards for decency has had an impact across the industry. We have encouraged game marketers and advertising agencies to find alternative ways of promoting games in the print medium, noticeably reducing the number of ads that rely on graphic violence or overly sexual content.

Q Can you describe what creative subscription-generating initiatives your circ team is persuing?

A *GamePro* has the unique distinction of generating profitable circulation quickly and maintaining market leadership in its category. Our major sources of subscription acquisition include insert cards in *GamePro*, participation in School Plan subscription drives, promotions in the leading gaming software packages, and various retail promotions and contests. We have had growing success with recruiting subscribers via our Web site, and we are currently testing broadcast e-mail promotions to broaden our exposure in this channel.

We are also developing a new initiative called the "Club" subscription program, which will bundle additional materials (i.e. strategy guides, *NetPro* supplements, posters, etc.) in copies of *GamePro* going to subscribers who elect to purchase this option and pay more to be included in the club. The plan for this program is to build greater affinity with our subscribers and increase both our profitability and retention rates. We will also be leveraging our relationship with our retail partners in soliciting subscriptions via our *GamePro* retail entertainment destinations and GameProSuperstore.com

I should also mention that *GamePro* has a very healthy single-copy sales program, averaging close to 250,000 copies sold per issue and growing!

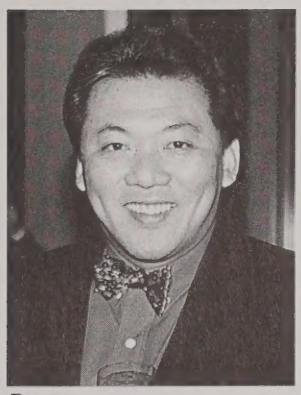
Q What is the *USA Today* holiday insert?

A For the second year in a row, the editors of *GamePro* have compiled the ultimate *Holiday Video and Computer Game Shopping Guide* for the mass market. This 32-page guide will be inserted into the Nov. 22 issue of *USA Today*, the No. 1 daily newspaper in the U.S., and will reach more than six million consumers just in time for the busiest shopping day of the year. The guide will include reviews and ratings for each of the top games in every major category and for each of the major gaming platforms. It will also include the ESRB rating for each game to guide gamers and parents to the appropriate titles.

A number of major game marketers and retailers took advantage of this unique advertising opportunity last year, and this year we are on target to double our ad pages from eight to 16. That's at $60K per page!

Annual Chairman's Awards honor this year's most

IDG Chairman **Pat McGovern** and President and CEO **Kelly Conlin** presented business unit leaders and their staffs with awards in the following categories during last month's Worldwide Managers Meeting in Tenerife. Below are excerpts from McGovern's remarks.



Tan

Chairman's Cup
Overall Management Excellence
John Tan
Managing Director, IDG Singapore

"In looking for management excellence at IDG, we are of course blessed with abundance. And it isn't just in big countries or big operations where we find that excellence. It often takes as much management agility to find success in smaller markets that can be more challenging, or have more volatility, where the margin for error is often smaller, and the potential market upside is more limited.

And our Chairman's Cup winner this year does hail from a market that has been one of the most challenging in the last few years. Buffeted by the Asian Flu and the severe economic changes, this operation has nonetheless drawn on a strong reservoir of management energy, skill and determination to grow revenues, profits and, importantly, grow his products and his market lead.

Specifically, he has increased profits 61% this year and will be the only business unit in this region to finish ahead of budget in both revenues and profits this year.

He did so by applying some of the tried and true ways of IDG managers: looking for new opportunities for growth, flexibly managing to the circumstances, and demonstrating that you can provide excellent leadership and excellent management even in, and perhaps especially in, challenging times."

Rousseau

Entrepreneur of the Year
John Rousseau
President and CEO, IDG Games Media Group

"Our Entrepreneur of the Year exemplifies all that we look for in IDG entrepreneurs: passionate advocacy for a market, a relentless focus on serving a particular market segment, a bristling energy to try new things, a discipline to make tough decisions when market conditions call for it, and, more than anything, a capacity to grow the business in new, creative ways.

This entrepreneur started as a magazine publisher, but it would be much more accurate today to call him the brand advocate as he has ventured into new territory to extend the strength of his publication brand to truly exemplify a "clicks and mortar" future.

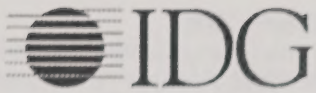
He successfully negotiated a license to open retail stores with the name of the publication, stores that will not only carry the publication brand but open a whole host of Web opportunities through ongoing interactive communications systems with the store's customers. He has pioneered a new Web strategy that will extend his brand into online auctions and online commerce. He has built a successful retail distribution system for his publication, making it the clear circulation leader. He has pioneered the positioning of the publication for out-of-category advertising. And in a difficult market for print advertising, he managed to increase revenues more than 20% and profits more than 50%."

Seppälä

Partner of the Year
Talentum Oyj (Finland)
Ilkka Seppälä
Publishing Director

"Over the last two years this company has had one of the highest growth rates among our partners, with an annualized growth of 10.6% in a very well-developed market that has suffered economic difficulties. During this period they have launched two new print publications, a channel title and an innovative Internet industry title *Bisnes.fi*, and also a market-leading Web site, www.wow.fi called WOW [see *IDG World Update* June 21, 1999]. This group now publishes four titles under license from IDG: *Tietovikko* (*Computerworld*), *Mikro PC* (*PC World*), *IT Kanawa* (channel) and *Bisnes.fi* (Internet economy).

They have been an active participant in IDG meetings of all sorts and have enthusiastically participated in sharing best practices with other IDG companies. For instance, in advance of their reseller launch they sent a team to Oslo to learn about IDG Norway's experiences launching into that market sector. Recently they reciprocated by sharing with Norway all their experience in launching their Internet business title as Norway was studying that opportunity."



Job Opportunities - Week of October 11, 1999

Graphic Designer (CIO)
CIO Communications is looking for a Graphic Designer. Responsibilities include directing magazine layout, graphics, illustrations and photographs for CIO's publications. The ideal candidate will possess 1-3 years of design experience in an editorial environment. Candidates should have a strong editorial design portfolio, a degree in graphic design, QuarkXPress proficiency, experience working with photographers and illustrators and a firm understanding of typography and 4-color production in a Mac environment. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Web Designer (CIO)
CIO Communications seeks a Web Designer for CIO magazine's growing and award winning web site. This individual will work with CIO's in-house web and print editorial/art staff as well as with web developers to enhance and extend the design of existing online editorial elements and create design for new elements. Candidates should have a 2-4 year mix of web and print design experience, an appreciation for challenge and novelty, and a familiarity with Web tools and related technologies (including Photoshop, Illustrator or Freehand, HTML, Quark). *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Web Copy Editor (CIO)
CIO Communications is seeking a talented Web Copy Editor to join its editorial staff. Responsibilities include: editing print and online copy for style, clarity, and correctness; proofreading materials at various stages of production; working closely with copy chief and art department to coordinate copy traffic; and writing occasional short items. Requirements: 2 years copy-editing experience, preferably at a magazine. Excellent prioritization skills, attention to detail, and ability to handle multiple tasks at once a must. Familiarity with business and technology issues is a plus, as are experience with Macintosh, Word, Quark, QPS, Lotus Notes, email and online technologies. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192,Email: beth_senges@idg.com

Associate Editor (Comp Currents)
Computer Currents magazine seeks an Associate Editor to assign, edit, write, and manage reviews and how-to articles. Candidate should have 2+ years magazine experience and be thoroughly experienced with the PC and a range of programs. Writing skills a must. *Location: Berkeley, CA*
Contact: R. Luhn, Fax: 510-527-4106, Phone: N/A, Email: rluhn@aol.com

Account Director (CW)
Computerworld is looking for an energetic, highly motivated sales executive to join our dynamic team. Reporting to the Associate Publisher/Eastern Region, the successful candidate will use solutions-selling techniques to create powerful sales strategies, pursue all assigned advertising sales opportunities, and grow existing business from Computerworld customers. This role will require the selling of multiple Computerworld products to customers and their advertising agencies. This position requires excellent verbal and written communication and organization skills. Advertising sales experience is required, preferably in the IT industry. Knowledge of technology, Internet Commerce and Telecommunications a plus. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. 8-10 years experience in customer-focused sales environment is required. *Location: Framingham, MA or Rochelle Park, NJ*
Contact: K. McIsaac, Fax: 508/879-3760, Phone: 508/820-8647, Email: kristen_mcisaac@cw.com

Sales Operations Coordinator/CW Marketplace & Marketpack (CW)
Computerworld is looking for a dynamic Sales Operations Coordinator who will be the "backbone" of the Marketplace/Marketpack department. Responsibilities include: providing support to the sales staff by preparing sales tools and presentations, conducting follow-up calls to customers, maintaining the sales database, and gathering market and competitive information. This position serves as the liaison between the department and the card deck printer, as well as our internal production department and oversees the production process for both products. This position will work closely with the department manager in providing general administrative assistance such as travel arrangements. A major portion of the position is to maintain accurate departmental records including the department billing, card deck sales, and MarketPlace ad list reports. The ideal candidate will be extremely organized, detail oriented, able to juggle multiple tasks at once, be proficient in MS Word, Excel and PowerPoint. This team player will be a quick learner, possess excellent written and verbal communication skills, demonstrate initiative, and work cooperatively with others.
Location: Framingham, MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Research Analyst, Primary Research & Market Models (IDC)
IDC is seeking a Research Analyst who will be part of a small, fast-paced, collaborative team that conducts primary market research on IT in support of various ongoing research programs. The successful candidate will have familiarity with most phases of a primary research study (project conception, instrument design, field management and data analysis) and have an interest in developing greater skills in all phases, especially project management. Good communication skills and the ability to work on multiple projects simultaneously are required. Prior academic study of, and familiarity with, research techniques is preferred. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Analyst, Primary Research & Market Models (IDC)
IDC is seeking a Research Analyst who will be part of a small, fast-paced, collaborative team that manages IDC's worldwide Internet Commerce Market Model, the foundation for IDC's worldwide Web-related forecasts. The successful candidate will be able to work independently, think creatively and be confident in quantitative analysis and data manipulation. Keen attention to detail and a concrete understanding of mathematical formulas are required. Product management skills such as pricing and sales positioning are a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Analyst, Printers (IDC)
IDC's Peripherals Group is seeking a Research Analyst in the ever-changing computer printer marketplace. This market is evolving in response to document distribution changes, growth in home and small business markets, the Internet, digital photography and other digital projects. Conducting and writing research, market presentations, client support and assisting on consulting projects are the main responsibilities of this position. Experience in the IT, printer or peripherals market is required. Strong analytical, writing, quantitative/spreadsheet, public speaking and interpersonal skills are also required. Market research experience is preferred. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Research Analyst, Solutions Integration Services (IDC)
The Services Research group is looking for a Senior Research Analyst to monitor the impact of new information system investments on corporations business processes and be responsible for identifying emerging opportunities for service firms to profitably grow their consulting and integration services. Creating in-depth profiles of leading firms means this senior analyst will identify best-of-breed firms. Frequent contact with the press, Wall Street firms, and senior industry services executives means the successful candidate will assume a high-profile position and possess excellent writing and quantitative skills. MBA graduate in finance or marketing is essential with 5-10 years' industry experience. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Inside Sales Representative, Consulting Sales (IDC)
This is an entry-level sales position that requires 1 to 5 years' sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with client and prospects. Position will be assisting consulting sales team in varying parts of the sales cycle including prospecting, qualifying, interest development, education, proposal generation etc. Very strong and assertive phone skills a must, as well as a good team player and attitude. Strong computer skills a plus. Besides annual sales meetings, no overnight travel is associated with this job. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Sales Director, Conference Business Development (IDC)
IDC is seeking a Sales Director for Conference Business Development. This position requires strong sales and business development background in the IT conference and event business; the ability to work as part of a global sales team; excellent writing and communication skills; and at least 10 years relevant direct sales experience; BA/BS required; MBA preferred. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137,Email: idc_jobs@idc.com

Sales Manager, Consulting Sales Major Accounts (IDC)
Consulting Sales Manager will be responsible for developing and driving four to five million dollars of consulting revenues within six to eight of IDC's Major Account Customers. Position will report to the AVP of Consulting Sales in Mountain View, CA. Five plus years of sales and or business development experience required. Four year college degree essential, excellent writing and presentation skills a must. Knowledge of market research industry and or consulting business model preferred. Strong team player with leadership skills and competitive nature ideal. *Location: Mt. View, CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, email: idc_jobs@idc.com

Research Analyst, PC and Internet Markets, (IDC Brazil)
IDC Brazil is seeking a Research Market Analyst to conduct primary research and build reports in Central America, the Caribbean, Peru, and Ecuador. This person will play a key role in collecting data and producing studies on PC and Internet markets, as well as distribution channels. Work focuses on market sizing, trend analysis, and strategic positioning. Qualifications: 3 years experience, preferably in market research or product marketing in the information technology industry, with bachelor's degree in related field. Candidate must have strong communications skills, with fluent oral and written Spanish, and should also be able to communicate professionally in English. Advanced quantitative skills equally important, with high level of proficiency in Microsoft Excel. Database, Visual Basic experience a plus. Position requires 40% travel.
Location: Sao Paulo, Brazil
Contact: A. Newman, Fax: 305-267-2616, Phone: 305-267-2617, Email: idc_jobs@idc.com

Senior Research Analyst, Internet/Telecommunications, (IDC Australia)
IDC Australia is seeking a Senior Research Analyst, Internet/Telecommunications who will be responsible for managing the Internet and eCommerce strategies research program for Australia, designing and creating market research and analysis for the Australian Telecommunications market. This analyst will also conduct qualitative, and quantitative research for both Internet and Telecommunications industry in Australia, provide consultancy services to key players in the market, manage and maintain IDC's world class Internet Commerce Market Model, work closely with other analysts in the Asia Pacific region and in the US, and ensure strong revenue growth for the group by proactively growing your client base. Candidates must have a degree in Business, Marketing, Computer Science/Technology or its equivalent (MBA preferred), a proven understanding of, and experience in, the Internet and Telecommunications market, the ability to converse well at all levels and present effectively at Conferences, be numerically inclined and have excellent writing skills. *Location: Sydney, Australia*
Contact: C. Fell, Fax: +61-2-9925-2240, Phone: +61-2-9922-3682, Email: idc_jobs@idc.com

Director, Marketing & Strategic Development (ITWorld.com)
ITCareers.com, part of ITWorld.com, is the new online careers portal designed to help qualified Information Technology professionals find the right career opportunity. This is a senior-level role for major heavy hitter who knows recruiting, advertising and interactive product development. Selected individual will straddle the clicks and mortar divide helping develop promotional strategies designed to boost enrollment in ITCareers.com as well as support print advertising in IDG's key publications. Responsibilities include, but are not limited to: Online recruitment business development; Develop, manage, coordinate ITCareers Advisory Council; Develop print, online, events promotions; Work closely with ITWorld Marketing Team to develop and manage ITCareers portal advertising and promotional strategy including working with agency to develop/enhance ITC and drive audience development; Development of a sales planning module; Helping shape future development and versions of ITCareers; Working with sales team to maximize IDG/ITCareers revenue opportunities; assume short-term responsibility for sales management and development of sales team. Requires: `Rolodex of a hiring champion, creative strategic abilities, PR, advertising and recruiting experience. 15 years + relevant experience. Intimate knowledge of online recruiting market. *Location: San Francisco, CA or Southborough, MA*
Contact: C.Claflin, Fax: 508-303-9753, Phone: 508-303-9727, Email: cclaflin@server.nww.com

Administrative Coordinator (List Services)
IDG List Services has a great opportunity for an energetic, highly motivated person to join their Email List Rental Department. Responsibilities include order processing, invoicing, list rental agreements, assisting sales staff, data entry, and general administrative duties. Responsibilities include order processing, data entry, order fulfillment, order follow-up, invoicing, billing, answering client inquiries, and general administrative duties. Ideal candidate will have strong attention to detail, excellent customer service skills, organizational skills, comfort and aptitude for working with numbers, ability to multitask in a fast paced environment, and computer skills (MS Office) with ability to create spreadsheets. Knowledge of the list business, computers, and publishing a plus. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508/935-4600, Phone: NA, Email: eric_cormier@idg.com

Marketing Support & Product Development Manager (ITWorld.com)
ITCareers.com, part of ITWorld.com, is the new online careers portal designed to help qualified Information Technology professionals find the right career opportunity. This dynamic self-starter will need 2-3 years online recruiting experience, proven marketing savvy, limitless enthusiasm and a great sense of humor. Responsibilities include, but are not limited to: Helping the determine the optimal technical platform for ITCareers.com by assessing available options, selecting best options and determining final structure; Helping build designated areas of ITCareers.com, continued development of ITCareers; Generating sales materials for ITCareers.com sales team; Working with Sales Management to position ITCareers effectively in the minds of jobseekers and client employers; Helping train and develop the sales team; Working with Management to determine pricing levels; Working with Strategic Marketing to understand audience perceptions/behaviors; Building customer service/support department for IDG sales and clients; Identifying and developing opportunities to cross-post via other sites: i.e. Smart post, Career Builder, Best Recruiter; Developing FAQ lists; Continually researching and analyzing rival sites/potential threats and opportunities; Lead generation; Analysis of traffic/response reports/trends. *Location: San Francisco, CA or Southborough, MA*
Contact: C. Claflin, Fax: 508-303-9753, Phone: 508-303-9727, Email: cclaflin@server.nww.com

Executive Producer, Email Newsletters (ITWorld.com)
This position will be responsible for, but not limited to: Manage all operational aspects including working across editorial, technology, and marketing groups to insure that high quality newsletters are delivered consistently and on time. Coordinate with ad ops and audience development groups to insure that advertising space is used effectively; Work with editorial staff to identify new newsletter topics, formats, and authors. Develop contracts for contributors; Coordinate with all content providers, freelancers, and authors on schedules, procedures, and provide feedback on content and formats; Develop and manage templates, layout, and production procedures with technology staff; Analyze offerings, features, and formats on competitive sites; Provide input into the development of content management systems, and the email newsletter service itself; Provide insight, preliminary copy, and input to marketing programs to drive subscriptions. Requires: Technical knowledge of HTML and web publishing systems. Excellent communications skills, a high energy level, and the desire to manage projects in the context of a fast-paced dynamic environment are essential. *Location: Southborough, MA*
Contact: C. Claflin, Fax: 508-303-9753, Phone: 508-303-9727, Email: cclaflin@server.nww.com

Sales Manager (ITWorld.com)
ITCareers.com, part of ITWorld.com, is the new online careers portal designed to help qualified Information Technology professionals find the right career opportunity. ITCareers needs a crackerjack sales manager to ensure we exceed our goals and succeed in building the preeminent online IT recruiting portal in the business. An integral member of the management team, the ITCareers sales manager will work closely with IDG's team of full-time field sales professionals (IDG Recruitment Solutions) to champion the development of an integrated (online _ print _ events) sales strategy. Responsibilities include, but are not limited to: Work with IDG Recruitment Solutions leadership to leave no stone unturned in the search for great clients; Ensure effective coverage of the national IT recruiting market; Make important inroads into the key sectors of IT recruiting especially contracting, employment agencies and large, Fortune 500 employers; Avidly scour IDG's publications for leads; Join the IDG Recruitment Solutions team on presentations and virtual demos: helping train and develop their online sales skills; Work closely with other IDG sales teams as appropriate; Provide input on the continued development of ITCareers; Share a great deal of responsibility for exceeding goals and the ongoing success of ITCareers.com and ITWorld.com. Requires: Extreme comfort with the Internet and willingness to try creative approaches never before attempted. Rolodex of a hiring champion, strategic abilities, PR, advertising and recruiting experiences a plus. 2-4 years + relevant experience as well as an intimate knowledge of online recruiting market. *Location: San Francisco, CA or Southborough, MA*
Contact: C. Claflin, Fax: 508-303-9727, Phone: 508-303-9727, Email: cclaflin@server.nww.com

Business Development Manager, (IDC East Central Europe)
We are seeking a Business Development Manager who will be responsible for developing new business at international level within the user local market. This position requires 2 or 3 years experience in Sales Marketing and other related Business Development activity, local customer relationships, consulting and Project Management experience, understanding of running projects, excellent English, German. Preferred candidate will have the following characteristics: Dynamic and enthusiastic person with attitude towards commercial thinking, good written and verbal communication skills, flexibility, self confidence and ability to cope with change, good team player, the energy to help launch a start-up operation, the potential to grow with the enterprise, the desire to work as a part of a small but growing sales/marketing/customer service/research team within the world's leading IT research firm, the ability and desire to apply the entire spectrum of selling skills from cold-calling to high-level contract negotiations to ongoing customer service, and excellent English and German. NOTE: only applicants with working permit in Europe should apply. *Location: Zurich, Switzerland*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Staff Accountant (IDG)
IDG's Accounting Department is looking for a Staff Accountant who will be responsible for the month-end closing of several subsidiaries. This includes working with the subsidiaries throughout the month on operational accounting issues. Candidates must have a BA/BS in Accounting coupled with 5-8 years of experience and the ability to analyze financial statements. Excellent communication and interpersonal skills are also required and a knowledge of Excel and Lotus is a must. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508/935-4600, Phone: NA, Email: eric_cormier@idg.com

Office and Administration Assistant, (IDC Spain)
IDC Spain is seeking an Office & Administration Assistant who will be responsible for coordinating general activities for the function of IDC Office in Spain. This position requires coordination of the activities for internal management and initiatives established, coordination of Secretariat and Production, Sales Administration, Marketing activities, general administration. Preferred candidates will have the following skills: Organizational skills and preciseness, interpersonal relationships, initiative, curiosity, dynamism, problem solving, autonomy and reliability, sense of responsibility, and a minimum 2 years of experience in a similar position. NOTE: only applicants with working permit in Europe should apply.
Location: Madrid, Spain
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, Communications, (IDC Spain)
This position involves providing quantitative and qualitative information, analysis and advice in the local Market Research Area and setting up local expertise for primary and secondary research in the new Spanish market for local products. Preferred candidates will have a University Degree, 1 or 2 years of experience in the IT Market Research Sector or in the Market Planning/Intelligence Dept. of an IT industrial reality, good knowledge of the IT Market, basic knowledge of the Telecommunication Market, good customer service skills, capability of managing new projects from the planning to the implementation phase including presentation of results, writing skills, ability to form, support and communicate a clear opinion, have a keen interest in Communication Technology, commercial awareness, good spreadsheet and database skills, Spanish mother tongue, excellent English, team work capability is fundamental. Flexibility, initiative, problem solving, interpersonal skills are all required skills. NOTE: only applicants with working permit in Europe need apply. *Location: Madrid, Spain*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Sales & Business Development Manager, (IDC Spain)
IDC Spain is seeking a Sales & Business Development Manager who will be responsible for developing new Sales and Business within the Spanish market with local & international Account. This position requires 2 or 3 years of experience in Sales and other related business development activity, project management experience, direct sales experience. Preferred candidate is a dynamic and enthusiastic person with attitude towards commercial thinking, Spanish mother tongue, fluent in English, with good written and verbal communication skills, flexibility, self confidence, ability to cope with change, good team player, the energy to help launch a start-up operation, and the potential to grow with the enterprise, disciplined to work through the day-to-day obstacles, and the desire to work as a part of a small but growing sales/marketing/customer service/research team within the world's leading IT research firm, the ability and desire to apply the entire spectrum of selling skills from cold-calling to high-level contract negotiations to ongoing customer service. Only applicants with working permit in Europe should apply. *Location: Madrid, Spain*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Sales Maintenance Specialist (IDG Books Worldwide)
The primary responsibilities of the Sales Maintenance Specialist will be to maintain the title maintenance database and create the weekly publishing schedule for internal and external customers. Additional responsibilities include reviewing all new accounts for accurate territory and terms of sale set up. Contract administration a plus. Heavy interaction with various departments in the organization. Requires computer proficiency, specifically in Excel, FileMaker Pro, Word and Outlook and 2+ years sales administration experience. Prior publishing industry a plus. Requires a flexible individual with outstanding interpersonal and communication skills, capable of multi-tasking in a high volume, fast-paced team environment with minimal supervision; detail oriented with strong project management skills. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Trademark Administrator (IDG Books Worldwide)
The Trademark Administrator will be responsible for handling trademark searches and applications, maintenance of the trademark database and related reports, correspondence with outside trademark counsel, and identifying and responding to trademark infringements. The ideal candidate will have 2+ years' experience with trademark filings, administration, and infringements. Requires a flexible individual with outstanding interpersonal and communication skills, capable of multi-tasking in a high volume, fast-paced team environment with minimal supervision; proficiency in Word and Excel, excellent organization skills, and strong attention to detail with a high degree of accuracy. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Facilities Coordinator II (IDG Central Services)
The Facilities Coordinator II will be responsible for safety and security administration while giving appropriate attention to the organization's expectations regarding future operations. Duties include maintaining inventories of facility security and safety equipment for evaluation and control purposes; establishment of security and safety standards; conducting inspections of existing buildings and work space to determine the extent of repairs, alterations or extensions required to assure building, safety and fire code compliance; scheduling, development and maintenance of safety and disaster preparedness training; management of photo ID card key system; and maintenance of parking database. Qualified candidates will have experience in facility-related services, including knowledge of various security systems and local building and fire codes and basic electrical and mechanical standards. Basic knowledge of Macintosh and PC computers is required. Good administrative skills are essential. A California driver's license with a good driving record is required. *Location: San Francisco, CA*
Contact: T. Simms, Fax: 415-267-1777, Phone: 415-974-7327, Email: todd_simms@pcworld.com

APAC Regional Manager (IDG Global Solutions)
IDG Global Solutions helps the industry's leading IT companies build international brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. This position will probably be based in Singapore and will report directly to the President of IDG Global Solutions, who is based in the UK. We are looking for someone with a proven, professional ad page sales management track record and international experience, and who is currently living in the region. Must have strategic selling and marketing skills, capable of handling the IBM regional contract as part of the global contract. Primary responsibilities will be to build incremental sales across borders within APAC and also into the Rest Of World IDG titles, and to manage and develop existing sales resources in Hong Kong, Singapore, Taiwan, and Japan. *Location: Singapore*
Contact: C. Spence, Fax: 44-1784-210-200, Phone: 44-1784-210-303, Email: catherine_spence@idg.com

Newsletter Editor (Industry Standard)
The Newsletter Editor is responsible for managing and editing The Industry Standard's growing and award-winning stable of newsletters. The newsletters are a crucial pillar in the Industry Standard's mission to deliver news and analysis to Internet economy strategists. Duties include overseeing all editorial matters regarding the production of the newsletters; managing & developing freelance writers; editing newsletters and improving their formats; developing new content for newsletters; lead the inter-departmental newsletter team; coordinate the cross publication of newsletters on the site and in the magazine; assist in developing newsletter partnerships; develop ideas for new newsletters; and staying abreast of the competition's newsletters. 3 years of newsletter, magazine or newspaper editing experience in the fields of business, the Internet or technology required. *Location: San Francisco, CA*
Contact: V. Bielski, Fax: 415-733-5401, Phone: 415-617-4115, Email: vinceb@thestandard.com

Assistant Managing Editor (InfoWorld)
InfoWorld is seeking an Assistant Managing Editor to lead its day-to-day operation. The AME manages the copy desk, sets production schedules and deadlines, and is responsible for the quality control of the publication. The applicant must have at least two years of management experience, a copy-editing background, and at least five years of publishing experience, preferably at a high-tech publication. An eye for detail, a dedication to deadlines, and a love for trouble-shooting are a must. Quark expertise and AP style knowledge is required. *Location: San Mateo, CA*
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Customer Service Manager (ITWorld.com)
ITCareers.com, part of ITWorld.com, is the new online careers portal designed to help qualified Information Technology professionals find the right career opportunity. This position acts as the main liaison with sales and ITCareers clients. Works closely with Marketing Support Manager to ensure ITCareers functions smoothly and client expectations are met. Responsibilities include, but are not limited to: Posting jobs; Maintaining listings; Answering customer service inquiries; Back-up for sales team (go-to person); Troubleshooting; Quality control; Speedy resolution of errors/revisions; Help recruit, develop and train a customer service team of 3-4 people by Fall 2000. Requires: Customer service and a can do attitude, as well as knowledge of online recruitment advertising and servicing human resource professionals. 3-5 years proven experience. Managerial/supervisory abilities. Ability and willingness to work independently to resolve problems. Some HTML experience ideal.
Location: San Francisco, CA or Southborough, MA
Contact: C. Claflin, Fax: 508-303-9753, Phone: 508-303-9727, Email: cclaflin@server.nww.com

Executive Producer (Career Webcasting) (ITWorld.com)
ITCareers.com, part of ITWorld.com, is the new online careers portal designed to help qualified Information Technology professionals find the right career opportunity. ITCareers web producers will work closely with other members of IDG's event-planning practice to develop an online recruiting events business. Initially focused on online job fairs and streaming video profiles, the selected individuals will be expected to work closely with sales and editorial to identify key market segments and create specific recruiting promotions designed to make the most of IDG's publications, websites and email lists. Responsibilities include, but are not limited to: Develop, manage and grow ITCareers event business; Work with sales to educate customers and project manage events; Work closely with existing ITWorld events staff and webcasting solutions provider; Build and maintain a solid, national network of part-time independent 3rd party producers, production facilities, studios and writers; Work with clients to provide post-sales support specifically developing scripts, scheduling studio time, client approval, creation of mini-sites; Work with other ITWorld staff to harness and extend capabilities of online broadcast technology. Requires: Good understanding of recruiting, advertising and online promotions; 2-3 years event planning/large scale production such as brochures/collateral; experience with broadcast technology especially TV, radio or online editing. Familiarity with hi-tech marketing, plus some PR skills, writing experience ideal. Superb project management expertise. Great under pressure and high attention to detail. Willingness to travel. *Location: San Francisco, CA or Southborough, MA*
Contact: C. Claflin, Fax: 508-303-9753, Phone: 508-303-9727, Email: cclaflin@server.nww.com

Server Engineer (Mac Publishing)
Mac Publishing LLC, publisher of Macworld, MacWEEK, MacCentral, iMacworld and MacBuy, is looking for an energetic CGI--Frontier, Java, Perl--developer to help us build and maintain our fast-growing content management system. The successful candidate will thrive in a demanding editorial environment that requires fast, flexible, clean coding, have an understanding of editorial needs, and possess outstanding communications skills. Professional Web experience and familiarity with Mac tools a serious plus. This position requires a minimum 5+ years of experience in web application development and a minimum 3+ years of leading and working with a team. Knowledge of Unix, Mac, Netscape Enterprise Server, Apache, Perl, Java and JavaScript, HTML, Object C, and Frontier as well as experience with third-party applications that support a publishing environment and workflow required. Bachelor's degree in CS preferred. *Location: San Francisco, CA*
Contact: L. Heiberger, Fax: n/a, Phone: n/a, Email: lynn_heiberger@macworld.com

Account Executive (Network World)
Network World is looking for an Account Executive to work in our Wayne, PA or Rochelle Park, NJ office. Responsibilities include calling on the "B" and "C" level accounts for Network World and IntraNet Magazine to prospect them for interest in advertising. Leads come from tearsheeting and target lists created by the District Sales Managers. Substantial phone work with some potential to get in front of customers down the road. Interested candidates should have had some exposure to sales or the IT industry. Extremely good phone and customer service skills with the ability to handle and follow through with a variety of projects. *Location: PA or NJ*
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7568, Email: hotjobs@nww.com

Sales Associate (PC World)
The Sales Associate will provide multi-functional support to two Account Managers. Working as part of the sales team, the Sales Associate will maintain sales/client files and databases, provide ongoing customer service to clients, conduct analyses on the competition, facilitate ad production, and provide general administrative and office support. Strong PC skills (wordprocessing, spreadsheet and database systems) and top-notch organizational and communication skills are required. Candidates must be professional, flexible, motivated to learn, and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. *Location: San Francisco, CA*
Contact: P. Owen, Fax: 415-267-4531, Phone: 415-978-3298, Email: patricia_owen@pcworld.com

CEO, PC World (PC World)
PC World Communications seeks a dynamic publishing leader to provide strategic direction and leadership to a diverse team. The individual will have exceptional skills managing all aspects of a computer publishing company, including print, online, and events. The successful candidate will have extensive experience influencing and understanding the computer publishing industry advertisers and readers. The individual will be a proven leader, who has the ability to motivate and lead teams through outstanding communication skills and thrive in a collaborative, multidisciplinary company. Position requires a seasoned business/publishing professional with 15 years of management experience. *Location: San Francisco, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Senior Research Analyst (PC World)
Senior Research Analyst is a highly visible position with primary responsibility for analyzing and reporting syndicated data, custom research, and trade/industry reports to support PC World's advertising sales and marketing. Qualified candidates will have a BA or BS; a minimum or 2 years' experience managing, analyzing and reporting syndicated research (i.e. MRI, CIMS); strong analytical skills; excellent oral and written communication skills; and proficiency with PC software and analytical tools. Publishing or advertising agency experience preferred and high tech, primary research project management experience a plus. The ideal applicant must be able to organize and manage multiple projects at once, work independently and take initiative. *Location: San Francisco, CA*
Contact: B. Eichel, Fax: 415-974-7404, Phone: 415-978-3254, Email: bettina_eichel@pcworld.com

Web Production Assistant (Industry Standard)
The Industry Standard is seeking a organized, detail-oriented Web Production Assistant to join our web team to help maintain TheStandard.com.. The Web Production Assistant will be responsible for maintaining production processes and site inventory, coding templates and pages, developing new technologies, and producing and designing interactive elements and enhancements to the site. He/ she will work closely with both creative and business teams to build, maintain, and improve edit workflow, site traffic, and new products. The ideal candidate will have experience with HTML, tables, forms and frames. General knowledge of Photoshop and Quark; familiarity with Macintosh, PC, and Unix environments; working knowledge of current Web development tools and technologies. *Location: San Francisco, CA*
Contact: J.Payne, Fax: 415-733-5401, Phone: 415-733-5496, Email: jonp@thestandard.com

Associate Producer (Industry Standard)
The Industry Standard is looking for an Associate Producer to work collaboratively with the editorial team to produce focused online content. The candidate will build and develop a section of TheStandard.com that brings together the best of Industry Standard content in special online reports on topics of particular interest to Internet business strategists, as well as be in charge of creating and executing designs for content syndication partnerships as they arise. In addition, he/she will code, test, and maintain website sections on TheStandard.com, use Qpass or similar technology to price and sell reports online, conduct research on user needs, site usability & competitive offerings, and coordinate development efforts with Editorial, Design, and Production teams. The ideal candidate should have at least one years experience with HTML, experience with web publishing software such as Vignette a plus, and the ability and desire to manage projects. *Location: San Francisco, CA*
Contact: J.Payne, Fax: 415-733-5401, Phone:415-733-5496, Email:jonp@thestandard.com

guished performers

Edman

Gould

Greco

Rauchfuss

Crawford

Marnfeldt

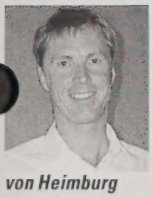
Highest Revenue Per Employee
Winner: *PC World* U.S. — $570,859
Jeff Edman, publisher

Highest Dollar Increase in Profits per Employee
Winner: *PC Advisor* (U.K) — $27,519
Kit Gould, publishing director

Hinova

Most Successful Trade Show Launch
Winner: LinuxWorld
Charlie Greco, president & CEO, IDG World Expo

Highest Renewal Rate
Winner: *Computerwoche* (Germany) — 98.7%
Ralph Peter Rauchfuss, managing director


von Heimburg

Highest Percentage Growth in Revenue per Single Copy Sale
Winner: *Macworld* (U.S.) — 145%
Colin Crawford, president & publisher

Battelle

Highest Increase in Recruitment Revenue
Winner: *Computer Sweden* — $283,973
Bengt Marnfeldt, general manager

Highrest Advertising Yield (percentage increse from prior year)
Winner: *PC World Bulgaria* — 88%
Tatiana Hinova, general manager

Toffoletti

Highest Growth in Revenue, New Publication Product Line
Winner: *GameStar* (Germany) - $3,888,142
York von Heimburg, managing director

Campbell

WORLD UPDATE PHOTOS

Highest Percentage Revenue Increase
Winner: *The Industry Standard* – 1,901%
John Battelle, president & CEO

Highest Percentage Growth in Profits
Winner: Italy Consumer Division – 1,491%
Mario Toffoletti, publisher

Highest Dollar Growth in Profits
Winner: IDC - $6,391,000 over FY98 profits
Kirk Campbell, president & CEO

Worldwide Managers Meeting

continued from page 1

Building career development services. Do you have the leading online destination for computer professionals who want to enhance their careers? Not only in job listings, but in services that make you the trusted career advisor in their career development?

Building user-based revenue. How much of your revenue comes from users vs. vendors? Are you below or above IDG's current average of 35% from users? What products or services are you deploying to capture user revenue?

Building a full event portfolio. How well have you captured the market opportunity for platform events (Windows World, Linux World), application events (ComNet, Internet Commerce Expo) and publication events (Computerworld Expo, CIO Conference)?

Building Web-based revenue. Is your online revenue growing as fast as the market? What is your market share of online advertising? What is the opportunity to build e-commerce, auction, recruiting and virtual events platforms?

Another key theme of the meeting was IDG's extraordinarily strong competitive position in the market. Conlin noted that despite the relatively soft market for print advertising in the U.S. during the past fiscal year, IDG is on very solid financial footing with overall profits up 37% over 1998. U.S. and overseas publishing operations and IDG Books were the top three contributors in 1999. In terms of operating profits, IDG was alone among the top three IT publishers in the U.S. in posting gains for the first quarter of 1999. Ziff-Davis reported huge losses and CMP fell into the red while IDG racked up record operating profits.

Continuing on the upbeat theme, Conlin noted that employee satisfaction as measured on the annual employee survey was very high with 89% of U.S. employees indicating they enjoy the work they do, 88% saying they are proud to work for IDG and a whopping 94% indicating their perceptions of IDG are favorable. Customer satisfaction, too, is encouraging with 44% of customers surveyed calling IDG their best source of advice on the technology market. ZD and CMP drew only 17% and 21% positive responses, respectively.

"We are entering an extraordinary period of opportunity for our market and for IDG," Conlin noted. "At no time has the technology industry been more important, and at no time has IDG's consistent, global focus been more unchallenged." WU

noteworthy people

Holmes

Monroe

Nightingale

Leveroni

Kellam

Gillen

Promotions

Federal Computer Week Editor-in-Chief **Paul McCloskey** has promoted **Allan Holmes** from managing editor to editor and **John Monroe** from senior editor of *FCW* in charge of technology coverage to editor of *civic.com*. "Allan has a burning desire to make *Federal Computer Week* the best read, most valuable source of news and analysis for the federal IT community," McCloskey said. "He also has the wits, creativity and judgment to pull it off. John is one of the most thoughtful, dedicated editors I have worked with. His talent for seeking out the most useful and interesting angle on a story, as well as his outstanding editorial juggling abilities, make him ideal for leading the *civic.com* team into its fourth year."

At *InfoWorld*, **Jill Nightingale** has been promoted to director of SMART Solutions from her previous position as regional manager. As Director of SMART Solutions, Jill heads up a department of solutions selling on behalf of *InfoWorld*. She continues to evangelize *InfoWorld*'s range of customized print, online, data base, event and research capabilities to customers and prospects. Jill has been with *InfoWorld* since May of 1995, was with *Macworld* for three years before that.

Dan Sommer has been promoted from editor-at-large to section editor in the InfoWorld Test Center. "Dan's a natural for taking over the reins as section editor of this team" said Test Center Director **Siobhan Santinelli**. "He is a seasoned *InfoWorld* veteran with extensive editorial and managerial experience. He will be a great asset to the Platforms and Infrastructure team."

InfoWorld Test Center Senior Analyst **Maggie Biggs** has been promoted to technical director. "With more than 15 years of IT experience in various technical and managerial positions, she's got what it takes to chart the strategic growth of the Test Center and its technical staff," said Test Center Director Siobhan Santinelli.

Leslie O'Neill was recently promoted to senior editor on the Platforms and Infrastructure team in the InfoWorld Test Center. "Leslie has made great strides and proved her mettle as an editor in the Test Center, planning strategic packages on difficult enterprise topics," said Section Editor Dan Sommer. "We're really excited to see her advance in the organization and look forward to her future contributions."

Meridith Levinson, previously an editorial assistant with *CIO*, moves up to staff writer. A graduate of the University of Vermont with a degree in English and minors in art history and French, she has also been an intern at IDG Research Services. "Her energy, creativity and eagerness to learn all about reporting and magazine writing will ensure that she will continue to be a delight to work with," said **Rick Pastore**, *CIO* executive editor.

New employees

IDC's Mountain View, Calif., office welcomes Senior Account Executive **Katja Leveroni**. She was most recently the Silicon Valley sales representative for *MicroTimes*. A graduate of Cazenovia College in Syracuse, N.Y., Katja volunteers for the American Cancer Society and Community Impact, an organization that mobilizes participants for short-term volunteer projects.

Kathleen Spencer Kellam has joined IDC's Framingham office as a billing accountant. She held a similar post at The Nashville Network in Nashville, Tenn. Kathleen is working toward an associate's degree in accounting at Mass. Bay Community College and Newbury College and spends her free time with her 2 1/2-year-old daughter, watching football and hockey games and working on crafts projects.

Diane Sullivan has been hired by IDC as an account executive, coming from Thomson Financial where she held a similar title. She graduated from Boston University with a B.S. in broadcasting and film and likes to ski, hike and run.

New Jersey-based **Al Gillen** has signed on as IDC's research manager for operating environments. He previously served as editor-in-chief of *ENT*, a bi-weekly newspaper that focuses on Windows NT servers. Al has a B.S. in computer information science from the New Jersey Institute of Technology. He's an avid fisherman and boater in his off hours.

West Coast Bureau Chief **Mark Hall** joins *Computerworld* from *Performance Computing* where he was the editor-in-chief. He holds a B.A. in history from the University of California/Santa Barbara and an M.A. in history, specializing in the antebellum South, from the University of Kentucky. He enjoys gardening and reading and recently contributed to Encyclopaedia Brittanica's "History of Computing" project.

Transfers

Natalie Jeday moves from her position at *Publish* as senior designer/acting art director (where she launched the magazine's last redesign) to *The Industry Standard* where she is deputy art director. She holds a B.A. in business from the University of San Francisco and a B.S. in design from San Jose (Calif.) State University.

In memoriam

Kate Collins, who worked for *PC World* in Boston from 1989-1991 and later in San Francisco as a *PCW* senior research analyst from 1993-1995, died Sept. 6 in Connecticut. She had recently been diagnosed with a hereditary illness. Donations in her name may be made to the Kate Collins Memorial Scholarship, Lewis S. Mills High School, c/o the Guidance Office, Lyons Road, Burlington CT 06013.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15

Madeleine Spencer *IDC*

11

Noel McLaughlin *PC World*

10

Luanne Kiley *PC World*
Anne Nickinello *Network World*
Martin Wallström *IDG Sweden*
Marco Tennyson *IDG Italy*
Francisco Rodriguez *IDG Spain*

9

Sandy Heistand *IDG Central Services*
Dan Gentile *Network World*
Beatriz Sanchez *IDG Spain*
Marta Cabanillas *IDG Spain*
Jaime Taboada *IDG Spain*

8

Kathy Baskin *PC World*
John Carpenter *IT World.com*

7

Sheila Lynn *IDG Central Services*
Uli Diehlmann *PC World*
Victoria Anderson *IDG Global Web Support Center*
Terry Sanders-Prentice *Network World*
Joe Loiselle *IDC*
Aurelio Llorente *IDG Spain*

6

Licia Slimon *PC World*
Sean Weglage *Network World*

5

Merri Mack *IDG Australia*
Tiffany Tang *IDG Taiwan*
Colleen Hirner *PC World*
Carla Lieberman *PC World*
Melanie Edwards *IDG Global Solutions*
Sharon Chin *Network World*
Mary Kaye Newton *Network World*
William Manning *IDC*
Darlene Bordwell *IDC*
Traci Gere *IDC*
Angela Hunckler *IDG Books*

4

Robin Briskin *PC World*
Susan Green *PC World*
Bill Rinko-Gay *PC World*
Amir Ahari *IDC*
Yasuhiro Watanabe *IDG Japan*
Gerda Tausch *IDG Germany*
Susan Diane Smith *IDG Books*
Timothy Borek *IDG Books*

3

Richard Mol *IDC Benelux*
Betty Mulder *IDC Benelux*
Alessandra Glahome *IDG Global Solutions*
Ray Boggs *IDC*
Björn Nilsson *IDG Sweden*
Charles Deane *IDG Books*
Bruce Luckcuk *IDG Books*
Jennifer Threatt *InfoWorld*

2

Mark Jones *IDG Australia*
Brent Markwood *IDG Global Solutions*
Scott Fields *PC World*
William Kessler *IDG Global Solutions*
Jill Keaveney *Network World*
John Dooley *Network World*
Suzanne Gaspar *Network World*
Mark Melenovsky *IDC*
Caroline Bergengren *IDG Sweden*
Maritha Norlin *IDG Sweden*
Hiroyuki Hatae *IDG Japan*
Kiyotaka Beppu *IDG Japan*
Daniele Lazzarin *IDG Italy*
Esther Eng *IDC Hong Kong*
Akhil Agarwal *IDC Singapore*
Tonomori Ohami *IDC Japan*
Claudia Susanne Wolff *IDG Germany*
Lydia Zarganis *IDG Books*
Carlos Anadon *IDG Spain*

1

Gillian Law *IDG New Zealand*
Rachel Chen *IDG Taiwan*
Justin Truong *IT World.com*
Mark Anderson *Network World*
Kristin Ballou *Network World*
Eric Danetz *Network World*
Lara Greenberg *Network World*
Christine Rhoder *Network World*
Deni Connor *Network World*
Sheryl Hodge *Network World*
Kevin Dunne *IDC*
Kimberly Funasaki *IDC*
Gustavo Reis *IDC*
Moira Keating *IDC*
Jane Ferguson *IDG Books*
Sandra Erdtmann *IDG Books*
Anders Fredén *IDG Sweden*
Per Agerman *IDG Sweden*
Peter Brodén *IDG Sweden*
Henrik Jakobsson *IDG Sweden*
Thomas Elveljung *IDG Sweden*
Ulrike Hausberger *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Books

continued from page 1

the-mill trade show. "It's very labor-intensive," she said, "because unlike other trade shows, where the unions don't let you do anything yourself like climb on a chair to hang a poster, at this show you have to do it all yourself. There was a lot of freedom, certainly, but it also meant you had to carry your own boxes from the taxi, which makes you very selective about the amount of things you bring to the fair."

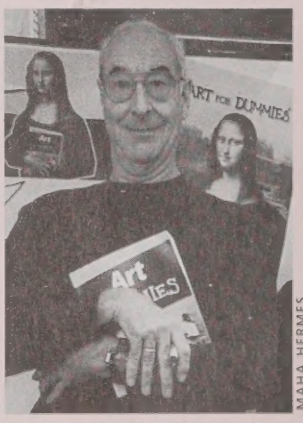
According to Hermes, it was a very successful show for IDG Books. "It was high, high visibility for a book launch. The show gets a lot of publicity in the week leading up to it and is advertised constantly in *The New York Times*. I can't think of any other trade show – even though it's really more of a street fair – that gives you that much visibility and a chance to launch a consumer product in front of that many people."

About 60 copies of *Art For Dummies* were sold, "and we could have sold many more if we'd had them," Hermes said. "This was the first time anyone had heard of the book, and we also promoted [Hoving's] next signing at Barnes & Noble in New York in October. We also displayed about 10 other trade ...*For Dummies* titles – *Sex For Dummies* was the most popular – as well as 10 to 15 of our Macmillan titles." WU

"A delightful romp"

Peggy Moorman, the Art and Architecture editor for Amazon.com, recently reviewed *Art For Dummies*. Calling the book "a delightful, erudite romp," Moorman said it is "a privilege...to stroll through thousands of years of magnificent art with the keen-eyed, confident, supremely knowledgeable [author] Thomas Hoving, whose opinionated, charming prose could make anyone feel like an art-world insider."

To read the full review, go to www.amazon.com/exec/obidos/ASIN/0764551043/o/qid=938106069/sr=2-1/002.



MAHA HERMES

Thomas Hoving does his best imitation of the Mona Lisa.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Robert Cathey** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

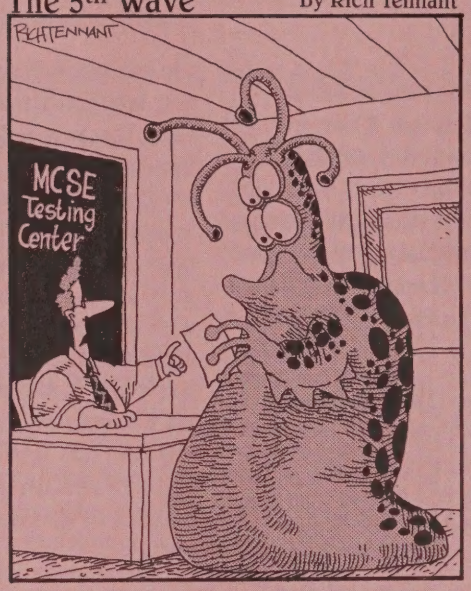
"I'm sorry – uh – sir, but the announcement says 'Learn how to connect distant LANs' ... not lands."
Marti Paul, *IDG Books*

"Now remember, keep ALL your eyes on your own paper."
Eliza Wee, *PC World Online*

"You'll have to take your test in the room across the hall. For some reason, the other students are afraid you'll copy from their exams."
Natale Russo, *IDG Games Media Group*

"I'm sorry, monster.com is two doors down on the left."
Karen Smalarz, *IDG Human Resources*

"I'm sorry, the Mutant Colossal Slug Eyesight Testing Center is two doors down."
Jeff Johnfauno, *IDG Books*



"My leader? That would be Pat McGovern. This is his address."
Robert Cathey, *InfoWorld*

"Craig, I think you should stay away from that fish joint where you normally have lunch."
Simon Salamon, *IDC*

Rich Tennant's original caption:
"...and it doesn't appear that you'll have much trouble grasping some of the more 'alien' configuration concepts on this MCSE."

IDG Employee Photo Calendar Contest winners selected

Congratulations to the following 12 employees whose photos – chosen from more than 200 submitted overall – will grace the pages of the 16th annual IDG calendar. Calendars will be distributed to all offices worldwide in December.

• **First place**
Cary Buraty-Frey
Computerwoche Verlag
Metamorphosis

• **Second place**
Tony Olvet
IDC Canada
Wheel Rake

• **Third place**
Brad Baldwin
IDC
Bassina Lympia Harbor

Gary Anthes
Computerworld
Dawn's Witness

Alison Fennings Wetherall
PC World
Window on Yosemite

Lucy Timms
IDC U.K.
Maasai Greeting

Christine Berman
IDG Books
Beacon Hill

Robert Amatruda
IDC
African Masks

George Bulat
IDC Canada
Rooftops

Glenn Mosesso
IDG
Stony Brook

Megan Santosus
CIO
After the Rain

Michael Roney
IDG Books
Three Boats

Windows 2000 Conference and Expo set for Feb. 15-17, 2000

IDG World Expo recently announced it has extended the dates for its Windows 2000 Conference and Expo to Feb. 15-17 to meet the interest industry leaders have expressed in the Windows 2000 product line.

The event will be held in San Francisco at the Moscone Center. For more information, go to www.windows2000expo.com or call 800-560-7612.

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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As Y2K looms, all systems go for IDG's intrepid IS department

IDG's IS department is bundling up, putting in supplies and hunkering down in the countdown to the millennium. According to **Nancy Newkirk**, IDG's director of Information Services, there is a "Think Snow" contingency plan in place for the last week of December and the first week of January.

IDG WORLD UPDATE

*IDG's **Nancy Newkirk** says her group has adopted a "Think Snow" approach to Y2K readiness.*

"Our premise for the contingency plan is that we are going to plan as though we know we are getting a five-day blizzard starting Dec. 31," Newkirk said. "What do we need to do to keep IDG running before the blizzard comes, what do we need to do during the blizzard, and what do we need to do after the blizzard? This includes things like doing some processing in December that would normally happen in the first week in January and printing paper reports for things like collection notes and phone numbers that are normally available online."

Newkirk said her group's plan is to perform full backups on Friday, Dec. 31, then bring the systems down, turn them off and unplug them before they leave that night. On Saturday, Jan. 1, they will come in and plug everything in again and test each system. This includes the financial systems (general ledger, accounts payable, fixed assets, accounts receivable and the TRS billing system), IDG's Novell server, the intranet Web site (www.IDGCSG.com) and the Notes server (e-mail and some applications).

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IDC's Internet forum stresses radically changing e-commerce environment

Internet Executive Forum showcases IDC as the industry's most trusted guide

Twenty-one sponsors and partners signed on to support this year's Forum.

Formerly successful tactics for doing business on the Internet will soon be relegated to the dustbin as the world readies for an entirely new scale of e-commerce. Everything that defined the early days of e-commerce – user demographics, buying trends, technological infrastructures and more – will be changing dramatically during the next 24 months, a period that IDC calls Internet Economy 2.0.

How to compete in this changing environment was the focus of IDC's second Internet Executive Forum, which took place Sept. 28-29 at the San Francisco Airport Marriott. CEOs, CIOs, chief technology officers and other executives in charge of Internet strategies comprised the more than 260 people in attendance. There were 15 conference sponsors and six conference partners, including *InfoWorld*.

Twenty top IDC Internet analysts, 20 guest speakers and IDG Vice President Technology **Bob Metcalfe** combined to deliver a highly interactive event. Clayton Christensen, associate professor of business administration at Harvard Business School, proved to be one of the most thought-provoking speakers. In his book, *The Innovator's Dilemma*, Christensen contends that the Internet is the ultimate disruptive technology that will force companies to either adapt or close their doors.

"The Internet Executive Forum really showcases IDC as the industry's most trusted guide to success in the Internet Economy," said IDC Senior Vice President **Frank Gens**, who moderated several panel discussions. " IDC's research capabilities made this

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in brief newsworthy

GamePro Middle East joins growing worldwide product line

The inaugural issue of *GamePro Middle East*, the first IT-related publication from Nahas Publishing House of Beirut, Lebanon, debuted in June. The 80-page Arabic-language magazine has an initial circulation of 5,000 copies.

Plans call for distribution into Bahrain, Egypt, Lebanon, Libya, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, Syria and United Arab Emirates.

GamePro Middle East debuted with material from the U.S. edition of *GamePro*, and the staff plans to add local editorial after the first few issues.

Nahas Publishing House was founded in 1930 and publishes the country's leading fashion magazines, among other consumer titles.

For more information, contact **Hana El Oubari**, assistant general manager of Nahas Publishing House, at nahasleb@dm.net.lb, or IDG International Publishing Services Vice President/Licensing **Tim Clarke** at tim_clarke@idg.com. WU

Macclesfield business unit sold to Paragon Publishing

Last month IDG sold its consumer publishing division in Macclesfield, England, to Paragon Publishing Limited. IDG International Controller **Keith Arnot** said IDG made the decision to sell earlier this year in order to focus resources on its core publishing activities in London, which include *PC Advisor*, *Macworld* and *Digit*.

IDG acquired the consumer division in 1994. The business unit, with 53 employees, published six titles: *PC Home*, *PC Basics*, *Playstation Pro*, *Planet Playstation*, *Playstation Zone* and *N64Pro*. Paragon has offered continued employment to all employees willing to relocate to their offices in Bournemouth. WU

Schooner Capital buys five training centers to become ExecuTrain's second largest franchisee, investor

IDG's Atlanta-based training partner, ExecuTrain, announced earlier this month that Schooner Capital, a $300 million private investment firm, has acquired five ExecuTrain locations in Boston, Hartford, Conn., New York and New Jersey. Schooner also made a significant equity investment in ExecuTrain. With this transaction, Schooner Capital becomes ExecuTrain's second largest franchisee and its second largest shareholder behind IDG, which purchased a majority stake in ExecuTrain in 1995. Previous Schooner Capital investments include: Iron Mountain, Continental Cablevision (now MediaOne), Arch Communications and Progress Software.

For more information, contact **Kerry Stanfield** at kerrys@executrain.com or visit the company's Web site at: www.executrain.com. WU

Great Ideas, continued

Attendees at last month's Worldwide Managers Meeting shared a plethora of "great ideas," several of which were presented in last week's issue of *IDG World Update*. We will continue to share these ideas in coming issues.

Holmes

Edith Holmes
FCW Government Technology Group
Great Ideas: Shortened Subscriber Form, E-mail Addresses

Shortened Subscriber Form

We suspected and then verified that our market has not been demanding the level of segmentation by product area that we have been requiring on our subscriber forms for *Federal Computer Week* and *civic.com*. Working with a team that included representatives from sales, marketing and circulation and led by circulation, we worked to shorten qualification forms for both publications. Substantial reductions in the questions asked of our subscribers and in the overall complexity of these forms will pay off in FY 2000 with higher renewal rates, higher new subscription rates and lower processing costs. In addition, to ensure that we are providing sales with sufficient information about the market, we will use e-mail and the Web to conduct quarterly surveys of our subscribers.

E-mail Addresses

Earlier this year, we began printing e-mail addresses with the address labels on subscriber renewal cover wraps to *Federal Computer Week*. We asked subscribers to correct or add this information in the course of their annual update of their records with us. We had a 70% response to this question, resulting in a doubling of our database of valid e-mail addresses. These addresses generate revenue through e-mail list rental and by enabling us to sell advertising sponsorships of twice-weekly e-mailed headline newsletters to these *FCW* subscribers. We are now applying this approach to *civic.com* renewals.

Holmes may be reached at eholmes@fcw.com.

Q and A

Bill Reinstein
The president and CEO of ITworld.com is this week's guest columnist.

ITworld.com at-a-glance

Location Southborough, Mass., and San Francisco

Established September 1999

Employees Currently approximately 55

Mission To be the leading source of IT problem-solving information

"The best analogy to use here is a mall. A mall does not have responsibility for the business operations or strategic development of Nordstrom. However, their contractual relationship strategically aligns both so that they share mutual success as a result of their respective business initiatives."

Q What is ITworld.com and how will it work?

A ITworld.com aims to be the dominant online source of problem-solving information for IT and computer professionals. IDG already produces the deepest, most trusted content across a wide spectrum of IT from brands such as *Computerworld*, *CIO*, *InfoWorld* and *Network World* among others. We have a golden opportunity, however, to take this rich set of content and add significant value by creating a new way for our users to search and navigate through it. So the first of the main goals of ITworld.com is to create a new type of search functionality and related information architecture that will help our users find information from within the ITworld.com network and from across a range of content partners, that is directly about or highly related to the search term or content they are currently viewing.

The second goal of ITworld.com is to provide a layer of services that depend less on the user's 'functional stripe' and more on his or her general interests as a computer professional. Our ITcareers.com service is a good example of this. While there is no question that a network manager will likely feel most a part of the community of content and resources of Network World Fusion, and a Java developer might feel most aligned with JavaWorld, both of these users consider themselves IT professionals. In the careers area, we can best serve their needs by a single site devoted to providing career content and job search services specifically for the range of IT professionals vs. just network managers, or just VPs of IS, or just Java programmers. The same is true for a range of other services such as IT training, RFP intermediary services, vendor literature aggregation and others.

So the best way to think about the mission and structure of ITworld.com is to envision it as a network of 'vertical communities' (such as *Computerworld*, *InfoWorld*, *Network World*, *CIO*, JavaWorld, Linuxworld, etc.) serving highly specific audience segments and 'horizontal services' (such as ITcareers, virtual training, etc.) targeted at the broader audience of all IT professionals.

Q So which existing sites are part of the 'ITworld.com Network'?

A For phase one of this new initiative, CIO.com, Computerworld.com, Infoworld.com and Network World Fusion (nwfusion.com or networkworld.com) are included in the network as content partners under terms contained in an agreement with each which defines what ITworld.com does for them and what they agree to do in return. It is very important to understand, however, that while these sites are part of the ITworld.com network, the sites themselves remain completely controlled in all respects by the respective business units. This is not dissimilar to a broadcast television network in which the local affiliate agrees to a range of items in order to be part of the network but yet remains its own unique corporation. We believe that by structuring the relationship in a mutually beneficial way, all sides have an incentive to work together to bring maximum value to our users and keep them in the network longer.

In addition to these sites, ITworld.com will directly operate the JavaWorld, LinuxWorld and SunWorld sites. We will be exploring various opportunities as we move ahead to launch new sites as well as partner with or acquire third-party sites that serve a highly segmented IT functional group.

Q Can you outline the areas for which the individual publications will remain responsible and which ITworld.com will handle?

A Though crude, the best analogy to use here is a mall. A mall does not have responsibility for the business operations or strategic development of Nordstrom. However, their contractual relationship strategically aligns both so that they share mutual success as a result of their respective business initiatives. In this same fashion, ITworld.com does not have any specific responsibilities for the content, sales, production, technology and business development of the business unit Web sites. Each business unit remains in control of all of these elements.

ITworld.com and each business unit has, however, agreed to a 'contractual' relationship under which ITworld.com provides, among other elements, traffic generation, content tagging technology and coordination, some business development opportunities and joint marketing services in return for a content license, participation in a standardized content tagging and search program and the inclusion of a 'small footprint' universal navigation element on their site pages. The end result is a mutually beneficial third-party relationship that will amplify the success of all partners.

Reinstein may be reached at bill_reinstein@idg.com.

Y2K

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"We have sent out over 3,000 [Y2K-readiness] surveys to key customers and vendors for the domestic business units, not counting IDG Books, which is handling their own surveys," Newkirk said. "We have asked the business units to review the results and follow up on the business partners that haven't responded, and the ones that responded negatively. It is up to each business unit to develop their approach toward handling these partners. Do they stop doing business with that partner? Do they work with the partner to help them get ready? Do they develop a backup partner in case this primary partner fails?"

Newkirk said her group has mailed more than 1,000 Y2K-readiness disclosures for IDG's U.S. business units (not counting IDG Books again) to customers and vendors. "We are still getting about 20 to 30 requests for disclosures a week," she said from companies with which IDG does business that want assurance that IDG will be Y2K-ready.

The disclosure is a two-page statement modeled after the disclosures required by the U.S. Securities and Exchange Commission for publicly held companies. It states what IDG considers the Y2K problem to be, how IDG plans to address the problem, the company's progress to date and whether there is any adverse impact anticipated for IDG. (Newkirk said there isn't.)

According to Newkirk, each U.S. business unit is getting ready for Jan. 1. "They are responsible for all business-unit specific systems and processes," she noted, "like making sure their publication gets published on time that first week in January! They each are testing desktop systems, software and making sure they have contingency plans in place for producing their products. Many of them don't have the option as we do of taking down their systems on Dec. 31, so they are planning to have staff on hand that night during the transition period."

"But we are doing very well for Y2K at Corporate," she asserted.

For more information, see *IDG World Update*, "IS group readies IDG for Year 2000," Aug. 24, 1998, or contact Newkirk at nancy_newkirk@idg.com. WU

What are you doing to get ready?

Norman Noble
Director, Information Systems
PC World, San Francisco

Fortunately for *PC World*, we are regularly buying computers – new desktops, new laptops – so Y2K compliancy, as far as the workstations and servers, has theoretically been addressed by the vendors. I visited the Web sites for these companies – Dell, Apple, IBM and others – and right on their home page they state they're Y2K-compliant. The bundled software we're getting is fine. We're a Microsoft shop, basically, and don't have our investment spread out too much. I wanted to spot check a few machines myself, and one of the things I did was advance the clocks to 11:58 on Dec. 31, 1999 and then just sat there and watched them. They were fine.

I think the people who will have the bigger problems are the one who have custom-written programs that are date-sensitive. Then you're at the software's mercy and there's not much testing or control.

So I think we're in good shape. I'd guess I'll be bringing the bottle of champagne to the office on Dec. 31, though, and keep an eye on it from here. Just in case...

What are you doing to get ready?

Morris Effron, IS Director, International Publishing Services, Boston

We've done a good bit of our homework as far as the computer environment goes, but we still need to work on disaster planning. Y2K is a potential disaster, along the lines of floods or earthquakes, and it gets people to think about having no electricity or not being able to even get in the building if the suppliers they rely on aren't operational. Each IS department should sit down and think about the first 24 hours, the first week, the first month after a disaster for their vendors and their systems.

Most of our users are mobile, which allows our people to function off-site. But we are at the mercy of our key providers, so if Compuserve isn't functioning then we're in trouble. I've checked Compuserve's Web site to see if they're compliant, and they are. Most IT department will check their vendors' sites for compliancy.

In terms of our own environment, we're Y2K-ready. We inventoried all of our software and hardware and identified what wasn't Y2K-compliant or what could be made compliant or replaced. We opted to move to Windows 98 because it was compliant out of the box; Windows 95 was not and required patches and we preferred not to play that game.

We're not planning any dry runs. We tested the servers and a couple of laptops by turning their clocks forward and verified that they came up clean.

What are you doing to get ready?

Morten Meilby, IT Coordinator, IDG Denmark

We have gathered Y2K statements from all our software and hardware vendors and will be relying on those statements. However, we have focused specifically on two systems in our business unit: the Web and subscription systems. We checked the code for those systems and made the necessary changes for them to be Y2K-compliant.

If we can't use the computers or even get in the building our editors will be able to maintain an on-line version of the printed products on the Web. Almost every employee at IDG Denmark has access to the Internet at home and will be able to continue parts of their job from there.

Job Opportunities – Week of Monday, October 18, 1999

Features Writer (CIO)
CIO Communications is seeking a Features Writer to join its Editorial Team. In this position, you will be responsible for writing feature articles and other shorter items; working closely with editors and cross-functional issue teams on story development, direction and focus, assisting in the idea generation process, attending media events and developing beat expertise. Ideal candidates will possess a college degree and 2-10 years of feature writing experience. Experience with business and or business writing preferred. ***Location: Framingham, MA***
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Manager of Information Systems (Games Media Group)
The IS Manager is responsible for providing technical direction and support for all hardware/software systems for our print magazine publication as well as online website. This is a "hands-on" position with direct supervision of a staff of two. Qualified candidates should have broad technical experience managing all aspects of an IS department. Responsibilities include: supervise desktop (Wintel/Mac) support and LAN maintenance, maintain and manage network infrastructure (SMTP, DNS, DHCP, WINS, RAS, Firewall, Appletalk, & TCP/IP), maintain Lotus Domino/Notes email and database environment, manage back-up (BackupExec) and disaster recovery systems, support magazine print development, staging and production environments, manage 24/7 monitoring of systems, manage and forecast IS department budget, purchase software and hardware, and create IS-related policies, procedures, and guidelines. 2+ years managing a technical staff with 1+ years supporting a Lotus Domino/Notes messaging environment is essential along with 2+ years in a print publication environment (Quark, Photoshop, etc.). Must have strong interpersonal, negotiation, compromise, team building, and customer service skills. 3-5 years in supporting a Wintel/Apple desktop environment and 3+ years supporting a Windows NT server/workstation environment. ***Location: San Francisco, CA***
Contact: B. Sours, Fax: 650-349-5279, Phone: 650-286-2545, Email: bsours@gamepro.com

Research Analyst, Local Area Networks (IDC)
This Research Analyst will contribute to IDC's LAN research team. Coverage areas will include 10/100 Mbps and Gigabit Ethernet, ATM, Wireless LANS, PC and server connectivity and home networking. Experience in computer networking markets and technologies is a plus. The candidate should have strong analytical skills, research and writing experience, and the ability to handle client inquiries. BA/BS and 1-3 year industry experience is required. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Senior Research Analyst, IT Education & Training Services (IDC)
In keeping pace with the rapid growth of IDC's market intelligence for the IT Training Services area, IDC is seeking a Senior Research Analyst who will be responsible for identifying emerging opportunities for software publishers, third party training vendors, and service firms to profitably grow their training and education business. This senior analyst will identify best-of-breed firms and forecast turbulent IT course content areas. This is a high-profile position in which the successful candidate will have frequent contact with the press, Wall Street firms and senior industry services executives. Candidates must possess excellent writing, communication and quantitative skills. MBA graduate with experience in the training industry is a plus.
Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Senior Research Analyst, Wireless & Mobile Communications (IDC)
This Senior Analyst position is to support the Wireless & Mobile Communications and Wireless & Mobile Internet Access research programs. Candidates must have good writing skills, excellent customer relations skills, and be a able to work in a demanding and fast-paced but friendly environment. WMC is a mature program that needs a dynamic individual to work with a demanding subscriber base and deliver research related to high-speed mobile data, voice, landline replacement, and other wireless and mobile services issues. WMIA is a new program for 2000 that is expected to reach a new audience for IDC wireless research. Telecommunications industry experience or telecommunications industry research/forecasting experience preferable. Knowledge of market research practices required. Candidate must have a working knowledge of MS Word and Excel. Bachelors degree required, Masters degree preferred. Teamwork mentality, sense of humor and 'can do' team attitude required!
Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Office Assistant, part-time (IDG Global Comm)
The Office Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff and will report to the Director of Operations. Responsibilities include assisting with general office duties, mail distribution, answering phones, filing and faxing. In addition, assist with purchasing and tracking office supplies. The Administrative Assistant should have excellent interpersonal skills, be incredibly resourceful, highly organized, detail oriented, and have strong PC skills. Must have a working knowledge of MS Word, Excel and email. This position is part-time working 20 hours/week.
Location: San Mateo, CA
Contact: D. Garza, Fax: 650-524-5700, Phone: 650-524-5701, Email: resumes@infoworld.com

General Manager (IDG.net)
IDG.net seeks a dynamic individual to provide direction and leadership to a diverse team. The individual will have exceptional skills managing all aspects of the business, Global Web Advertising Network, circulation and the IDG/CNN alliance. The individual will be a proven leader, who has the ability to motivate and lead teams through outstanding communication skills and thrive in a collaborative environment. Position requires a seasoned business/publishing professional with 8-10 years management experience. ***Location: San Francisco, CA***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Online Client Services Associate (IDG.net)
The Online Client Services Associate will work closely with IDG.net ad sales representatives to build and maintain strong client relationships and report to the IDG.net Client Services Manager. The Online Client Services Associate coordinates internal 'pre-sale' activity with the IDG.net sales team and IDG site representatives to develop, construct, and deliver comprehensive online advertising proposals for prospective clients. Also responsible for overseeing all "post-sale" campaign activity, including campaign tracking and reporting, to ensure the timely posting and successful delivery of all campaigns. Ideal candidates will have strong administrative, computer and phone skills along with 2-3 years business experience. Candidates should be able to work well both independently and as a member of the IDG.net team. ***Location: San Francisco, CA***
Contact: M. Crafts, Fax: 415-267-4558 , Phone: 415-267-4528, Email: mark_crafts@idg.com

Assistant Managing Editor (IFW)
InfoWorld is seking an Assistant Managing Editor to lead its day-to-day operation. The AME manages the copy desk, sets production schedules and deadlines, and is responsible for the quality control of the publication. The applicant must have at least two years of management experience, a copy-editing background, and at least five years of publishing experience, preferably at a high-tech publication. An eye for detail, a dedication to deadlines, and a love for trouble-shooting are a must. Quark expertise and AP style knowledge is required. ***Location: San Mateo, CA***
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Senior Editor (IFW)
The news department is seeking a Senior Editor to create and manage newsletters and related editorial products based on reader interest, commercial feasibility, and trend analysis. This person will determine the number of newsletters we produce and the mix of topics and will monitor their performance. In addition to newsletter compilation and development, the editor will determine the need for unique newsletter content and commentary. The candidate should have five years of technology editing experience. Online publishing experience is necessary. Newsletter experience is a plus. Candidates should be creative self-starters, with developmental skills and a keen eye for present and future trends. ***Location: San Mateo, CA***
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Senior Writer (IFW)
InfoWorld's award-winning news team seeks an experienced Senior Writer to report and write special reports and news trend/analysis articles that provide business context and strategic insight for information technology professionals and leaders. This writer will work with the News Features Editor to generate story ideas in an entrepreneurial idea-development process, write print and on-line articles under tight deadlines, participate in industry events, and develop relationships with readers, sources, and vendors. Five years of writing experience required, editing experience a plus. Business management and/or technology journalism experience preferred. ***Location: San Mateo, CA***
Contact: C. Rivera, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

Online Sales Associate (IFW)
An enthusiastic, organized individual is needed to support the online sales effort at InfoWorld.com. The Online Sales Associate will track sales for this high-growth business, support online ad coordination, prepare sales materials and reports, and research the competition. Exceptional organizational, time-management and oral/written communication skills are required. Experience in sales, public relations, or marketing, especially online, a definite plus. ***Location: San Mateo, CA***
Contact: T. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: resumes@infoworld.com

Regional Sales Manager (2 positions) (IFW)
InfoWorld seeks 2 Regional Sales Managers who will be responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and online editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. Requires a minimum of five years in computer publication ad sales.
Location: San Francisco, CA
Contact: T. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: resumes@infoworld.com

Sales Associate (2 positions) (IFW)
The Sales Associate will provide support for a Regional Sales Manager. Working as part of a team, you will maintain sales/prospect databases, provide analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team is important. Microsoft Word, Excel, and PowerPoint are necessary. ***Location: Rochelle Park & Atlanta***
Contact: T. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: resumes@infoworld.com

Associate Information Systems Specialist (IFW)
The IS department is seeking a Systems Specialist with demonstrable expertise in PC hardware/software support, especially that used in publishing and pre-press in a networked, preferably Netware, environment. Must be familiar with Windows OSs and must have experience installing, upgrading, and troubleshooting PC hardware and software. Mac experience a plus. Customer service orientation a must. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

Special Projects Coordinator (IS)
The Special Projects Coordinator will manage the promotion, direct marketing, tracking and back-end fulfillment for two specific areas: Conferences and New Products. This individual will play a critical role in managing all promotions and direct marketing programs for conferences and new products and for integrating all programs with our corporate database. Duties include but are not limited to: creating and executing promotion programs, preparing comprehensive reports to measure success of all programs, and managing promotional messages, medallions, banners, etc. on the website. The ideal candidate will have 3 - 4 years experience in a similar role, with a demonstrated understanding of traditional and online direct marketing strategies. Must have strong PC, project management and written and oral communication skills. Knowledge of the internet industry a plus.
Location: San Francisco, CA
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Online Technology Director (IS)
The Online Technology Director will be responsible for overseeing the growth and development of our website infrastructure. Primary activities will include overseeing the design, definition, architecture and implementation of all aspects of the web infrastructure for the company. The ideal candidate will have a BA, BCCS degree or equivalent. Minimum 5+ years experience in IT. Minimum 4+ years direct management experience. Demonstrated track record of managing and working in a cross-functional, cross platform environment and setting and achieving goals and objectives. Technical Requirements: Knowledge of Unix (Solaris), NT, and multi-platform environment; Server administration experience including database, publishing, web; Server environments (Oracle, IIS, SQL, Netscape, Enterprise Server, Vignette storyserver); Experience in evaluating, selecting, purchasing and deploying enterprise-scale hardware and software systems; Experience managing external hosting partners; Experience in a Web media environment. ***Location: San Francisco, CA***
Contact: T. Lin, Fax: 415-267-1742, Phone: 415-974-7377, Email: tommy_lin@idg.com

Features Reporter (NW)
Network World is looking for an experienced Features Reporter to assume a key role in its features department. The Features Reporter will be responsible for producing a range of high-profile stories, including long-term investigative pieces, in-depth looks at emerging networking technologies, general interest features, case studies and analysis of major news events. The position requires exceptional writing skills plus a broad knowledge of networking technologies and issues. ***Location: Framingham, MA***
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Account Executive (NW)
Network World is seeking an inside sales Account Executive to become part of the Direct Response Advertising team. This person will be responsible for their own territory selling print, Card Deck, and some on-line advertising. Responsibilities will also include team based prospecting and new business development. Ideal candidate must have assertive phone skills and strong verbal, written, and negotiation skills. ***Location: Framingham, MA***
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Online Account Executive (NW)
Network World is looking for a Account Executive to join our Fusion Team. Individual will work with the Fusion Group Sales Manager and NW print sales staff to increase advertising sales revenue for Network World Fusion. Major responsibilities will include handling RFP's, developing relationships with existing and prospective customers, sales call follow-up, interfacing with Ad Operations, and presentation preparation. The ideal candidate should have some sales experience, be highly organized, work independently and have strong computer skills and significant exposure to the Web. Extremely good phone and customer service skills with the ability to handle and follow through with a variety of projects required. ***Location: Framingham, MA***
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Circulation Administrative Assistant (PCW)
As the Administrative Assistant for Circulation, primary responsibilities include support for the VP of Circulation and department staff in all administrative facets of the department such as: clerical duties, back-up customer service, and special projects. This position plays a key role in helping the circulation department run smoothly and efficiently. This is an entry-level position with an opportunity to learn about circulation, subscription marketing and newsstand sales. Qualified candidates must have knowledge of Microsoft Word and Excel, good communication and organizational skills, and an ability to multi-task and prioritize appropriately. Good proofreading skills and experience with PowerPoint are a plus. ***Location: San Francisco, CA***
Contact: S. Burke Pecar, Fax: 415-882-0936, Phone: 415-978-3305, Email: shawne_pecar@pcworld.com

Operations Manager (WEC)
IDG World Expo Company is seeking an Operations Manager. This position will be responsible for all logistics and operations, including on-site vendor management, exhibitor relations, vendor contract negotiation, and move in/out. Tradeshow planning experience a plus, preferably within the high-tech industry. Ability to manage multiple tasks, superior time management, communication, negotiation and organizational skills essential to success. Supervisory experience a plus.
Location: Framingham, MA
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Staff Accountant (WEC)
IDG World Expo seeks a Staff Accountant reporting to the Director of Finance. The position is responsible for all invoice and collection activities as well as the day-to-day accounting for two tradeshows. Responsibilities include revenue reconciliation, invoice coding and processing, collection activity and vendor interaction. The ideal candidate will have a bachelors degree in accounting, 3-4 years of related work experience, an understanding of standard accounting practices, and be highly skilled in Excel. In addition, this position requires multi-tasking in a fast-paced environment, a take-charge attitude, good follow through skills and the ability to work independently and meet deadlines. Some travel required. ***Location: Framingham, MA***
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Marketing Manager (WEC)
We are seeking a Marketing Manager who will be responsible for developing marketing strategy and plans for assigned conference and tradeshow events. Will also develop and coordinate Web, DM and advertising campaigns, sponsor and exhibit sales materials and generate qualified sales leads as well as administer marketing budgets for assigned events. Additional responsibilities include managing vendors, producing marketing materials, coordinating on-site and post-show research, overseeing all public relations activities and establishing trade relationships. Requires 3-5 years experience in marketing communications or technology event marketing. ***Location: Framingham, MA***
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

'Net numbers

• There are a total of 235 million devices worldwide able to access the Internet, accounting for 190 million worldwide Web users completing $109 billion in purchases impacted by the Web. That number is expected to grow more than tenfold over the next five years to $1.3 trillion in 2003, with $842 million completed directly over the Web.

• Another pending change points to the growth in Internet users who have an "always-on" capability, via cable or DSL modems: 53% of Interet users by 2003 compared with 29% of users in 1998. As the base of users with high-speed access increases, a new breed of media and information-rich applications will emerge.

• By 2003, more than $2 million per minute will change hands globally via the Internet, and by 2005, that figure will exceed $5 million per minute.

• In the U.S., the percentage of business with Web sites will grow from 36% in 1998 to 80% in 2003. The percentage of businesses with formal buyling online will increase from 8% to 50% during the same period.

• By 2003, 62% of U.S. residents will be online, up from 26% online today. In Europe, 44% will use the Internet, up from 11% in 1998. Worldwide, 11% will be Internet users, compared to 4% of the population today.

Source: IDC

IDC

continued from page 1

year's event unique in two ways. First, the program was built around a powerful IDC analytical construct – "Internet Economy 2.0" – a robust, detailed and research-based forecast of critical changes in the next one to three years in the Internet Economy. Second, every speech, panel and workshop was kicked off with fresh research findings from IDC's Internet Executive ePanel." *(See sidebar below.)*

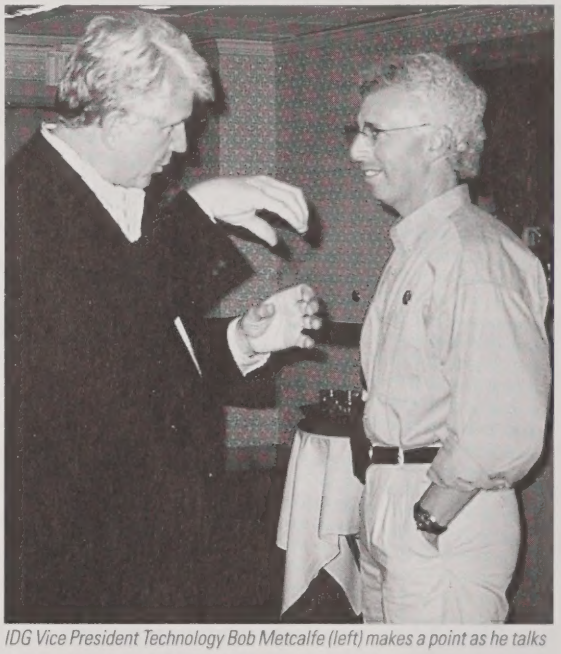
Frank Gens (left), IDC's senior vice president of Internet research, interviews IBM General Manager/ Enterprise Web Management Dick Anderson.

Looming Internet changes include the fact that older, less-educated and less-affluent people will be online in the near future. While today the Internet is a Web of content and sites, it will become a Web of consumers. "Internet customers coming online over the next several years will be far more demanding and far less patient," noted **Sean Kaldor**, group vice president of IDC's eBusiness advisory research service. As a result, Web sites will need to become simpler to hold the attention of this burgeoning audience.

Media coverage of the event was substantial. Among the sound bites: *Investors Business Daily* interviewed **Barry Parr**, director of IDC's Consumer Internet Research, and his remarks are scheduled to air on PBS' Nightly Business Report on Oct. 19.

A set of 12 one-hour videotapes of forum presentations are available for $245; $145 for conference attendees. To order, go to www.idc.com/Events/ief99/default.htm or call 508-935-4002.

For more information about the conference, contact **Liz Gagliardi** at lgagliardi@idc.com. WU



IDG Vice President Technology Bob Metcalfe (left) makes a point as he talks to Frank Moss, co-chairman, Bowstreet Software, Inc.

Internet Executive ePanel gives IDC a powerful research tool

IDC recently concluded its first survey of the 650-member Internet Executive ePanel. Results of the research, which delves deeply into corporations' Internet needs, priorities, organizational online strategies and more, will be published in the next few weeks.

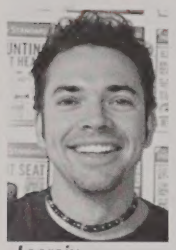
According to IDC Senior VP **Frank Gens**, the group is the world's only large-scale survey panel of Internet economy decision-makers. They will be surveyed via the Web five or six times this year, and IDC plans to enlarge the group to 1,000. Survey findings will have two audiences: IT vendors who are IDC clients, and Internet executives who are clients for the newly launched IDC e-business advisory service.

"This panel allows IDC the unique opportunity to have its finger on the pulse of the Internet economy," Gens said.

MARYANNE SIRVILLE PHOTOS

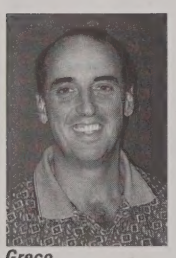
Jeff Papows, CEO of Lotus Development Corp. and one of the forum's speakers, signs a copy of his book, Enterprise.com.

noteworthy people


Lacroix

Ruckman

Casey


Greco

Yee

Langer

IDG WORLD UPDATE PHOTOS

New employees

After "getting the work, doing the work and getting paid for the work" as a freelancer, **Jeremy Lacroix** joins *The Industry Standard* as a designer. He earned a B.F.A. in design/illustration from Boston's Massachusetts College of Art and enjoys music, cycling and singing.

Mark Ruckman has joined IDC's Interactive Products and Services Group in Framingham as operations manager. He previously worked as a senior administrative assistant at Ernst & Young. Mark recently returned to New York University to complete his B.A. in English after a long break from formal education. In his off hours he enjoys antiquing, reading and gardening.

Also in Framingham, Senior Account Executive **Bill Casey** has signed on to sell IDC's Internet and eBusiness products and services. Most recently he consulted for small businesses through his own firm, Case & Co. Bill has a B.A. in political science and economics from Boston College and an M.B.A. from Babson College in Wellesley, Mass. A golfer, Bill is the proud father of a seven-month-old son and stepdad to two children, ages 13 and 11.

IDC Telecommunications Sales Manager **John Greco** is another addition to the Framingham team. He most recently served as director of sales and marketing at Compaq, where he managed user group symposiums and trade shows. John has a B.A. in English from Norwich University in Northfield, Vt., and an M.B.A. from Boston's Suffolk University. In addition to golfing and skiing, John is a volunteer with the Big Brothers Association.

Applications Support Specialist **Ardley Yee** has joined IDG's IS department in Framingham after serving as a consultant at Eventus Logistics. Ardley has a B.S./B.A. in accounting and finance from Boston's Northeastern University. A running enthusiast, he is training for next year's Boston Marathon, having completed both the 100th Boston Marathon and last year's New York Marathon.

Alicia Langer is *PC World*'s new account manager for the South Bay area of San Francisco. A graduate of Penn State University, she has also worked as Southwest regional manager at *MacHome Journal* and Northwest regional manager and national sales manager at *Interactivity*. She enjoys biking, scuba diving and pool.

Patrick Bonstead joins *PC World* as manager, single copy sales. He most recently held a similar position with Fawcette Technical Publications, managing the single copy sales of *Visual Basic Programmer's Journal*, *Java Pro* and other publications. He has studied geography at California Polytechnic State University in San Luis Obispo, Calif., and is finishing his degree at San Jose (Calif.) State University. Away from his desk he enjoys his Sony Playstation and traveling.

Previously a senior auditor with RINA Accountancy Corp., **Jeff Spitzer** is now accounting manager with IDG Games Media Group. He holds a B.S. in business administration with a concentration in accountancy from California State University/Hayward and likes to play softball.

Paul Barden has been hired at ITworld.com as a desktop analyst charged with the upkeep of internal desktop systems and technical support. His interest in computers extends outside the office. "I recently built a computer system that I submerged into a vat of mineral oil, which I then placed an air-conditioning unit into, allowing me to run the computer at near-freezing temperatures" he said. "Why? At temperatures that low, electro-migration is dramatically hindered, allowing a computer to be run at speeds far higher than what the system was originally designed to."

After working as international program coordinator, executive education, at Ohio State University's Fisher College of Business, **Xiaofeng Zhou** joins IDG China as vice president. He holds a master of public administration and an M.A. in international affairs from Ohio University and enjoys music and movies.

IDG Books' Foster City, Calif., office has signed on **Lisa Gorrebeeck** as a corporate events specialist. Her last job was as a marketing specialist with MasterCard International. She holds a degree in speech communications from the State University of New York/Oneonta.

Julekha Dash has been hired by *Computerworld* as a staff writer in its Washington, D.C., bureau, from which she will cover health care issues, among others. She was previously a staff writer at *Software* magazine. She graduated from the University of Chicago with a B.A. in sociology and enjoys independent films and speaking French.

Transfers

Frith Breitzer moves from her role as assistant editor at *Publish* to a similar one at *Macworld*. She earned a B.A. in East Asian studies from Bates College in Lewiston, Maine, and is currently working toward master's degrees in both journalism and Asian studies at the University of California/Berkeley. When not studying she enjoys sailing, movies and knitting.

Returning employees

After working as a freelancer, **Sean McDonald** returns to *Macworld* as its newest design associate. He was previously a graphics associate at *MacWEEK* and then worked at *eMedia Weekly*. He holds a B.F.A. from Ohio University in Athens, Ohio, and was married last month in San Francisco.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Nancy Mallette *IDG*
Lloyd Cohen *IDC*

16
Karin Wirth-Wernitz *IDG Germany*

14
Carol Spach *CIO*

13
Jeff DeBalko *IDG Global Communications*

12
Janet Ohlsson *IDG*
Lew McCreary *CIO*

11
Angeles de la Marca *IDG Spain*
Doreen Ferguson *IDG*
Don Kennedy *IDG Australia*

10
Karen Rokkedahl *IDG Denmark*

9
Nancy Schofield *Computerworld*
Duane Hampson *PC World*

8
Yvonne Zigenis *Computerworld*
Steven Pelosi *IDG*
Glenys Mercado *IDG*

6
Paul Curthoys *IDG Games Media Group*
Nancy Mack *Computerworld*
Claude Garbarino *Computerworld*
Dora Jeffers *Computerworld*
Nikki Wilson *Computerworld*
William Kerber *CIO*
Lisa Bloom *IDC*
Rebecka Simon *IDG Sweden*
Jan Winser *IDG Australia*
Alec Brown *IDG New Zealand*

5
Richard Morland *IDC U.K.*
Emily Berman *IDG Research Services*
Lori Flynn *InfoWorld*
Gabriele Heilmann *IDG Germany*
Bernadette Fife *IDG Books*

4
Brian Sours *IDG Games Media Group*
David Ramel *Computerworld*
Carole Longworth *Computerworld*
Lisa Brown *CIO*
Gail Edgett *IDG*
Sandra Hughey *CIO*
Josephine Ferreira *IDG*
Hana Barker *CIO*
Sari Kalin *CIO*
Chad Marston *IDG*
Carl-Johan Callin *IDG Sweden*
John Ferris *IDG Books*
John Marshall *FCW Government Technology Group*

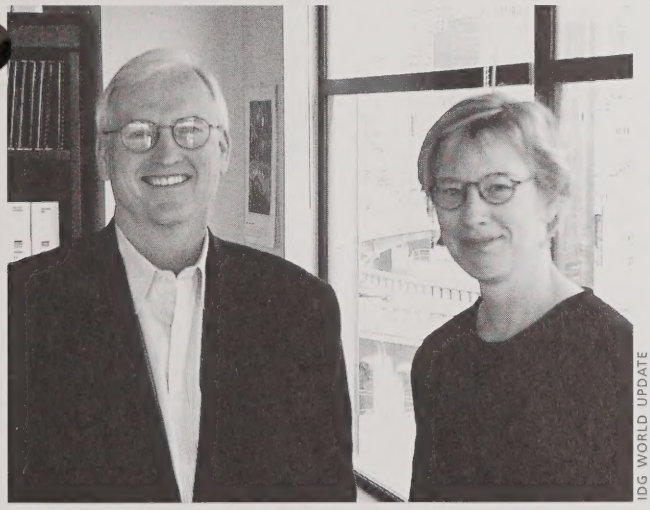
3
Brett Rector *IDG Games Media Group*
Laureen Austermann *Computerworld*
James Barrett *CIO*
Amy McCabe *IDG List Services*
Annika Alford *IDC*
Roel Westerhof *IDC Benelux*
Kathleen Matthews *IDG Books*
Judith Levinson *IDG Books*
Sandra Tan *Computerworld Singapore*

2
Danny Lam *IDG Games Media Group*
Lisa Wilson-Wirth *CIO*
Paul Johnson *IDC*
Lana Lee *InfoWorld*
Carolinne Sjostedt *IDG Sweden*
Peter Widen *IDG Sweden*
Andrew Glassock *IDG Australia*
Julie Wood *IDG New Zealand*
Masaaki Moriyama *IDC Japan*
Deena Patel *IDG Books*
Rowena Rappaport *IDG Books*
Allison Solomon *IDG Books*
Christine Yam *IDG Books*
Stephanie Rodriguez *IDG Books*
Ken Bowles *IDG Books*

1
Simon Tonner *IDG Games Media Group*
James Eibisch *IDC U.K.*
Nelly Sam *IDC U.K.*
Naomi Townsend *Computerworld*
Ellen Romanow *CIO*
Elizabeth Hall *IDG World Expo*
Ellen Morey *CIO*
Anat Engel *IDG*
Sarah Hansen *IDG*
Sarah Maher *Macworld U.K.*
James Poulson *Macworld U.K.*
Christer Pettersson *IDG Sweden*
Peter Mortsell *IDG Sweden*
Rebecca Munro *IDG Australia*
Janis John *IDG Global Solutions*
Susan Bishop *IDG Global Solutions*
Rikke Page *IDG Global Solutions*
Kevin McMahon *IDG Books*
Liz Hall *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Lemmons rejoins PC World



IDG WORLD UPDATE

*PC World last week announced that **Phil Lemmons** will rejoin the PCW team as vice president/editorial director succeeding **Cathy Baskin,** who will leave PC World at the end of the year to launch a family-owned business in Maine.*

*"PC World is delighted to welcome Phil back," said Publisher **Jeff Edman**. "Phil's influence in the industry, his editorial expertise, and his strategic vision will ensure that PC World continues to deliver the highest quality, award-winning editorial – both in print and online – for its target audience of business managers. I also want to thank Cathy for her many important contributions to the magazine, and wish her all the best in her new endeavors."*

Lemmons originally joined PC World in 1991 and most recently was involved in online editorial development at WebIDG. Baskin has been with the company for eight years, rising through the ranks from managing editor, to editor, editor-in-chief and editorial director. Under their watch, PC World's editors have won more awards than all the publication's competitors combined. Most recently, PC World was hailed as the "Best Overall Computing Magazine" by the Computer Press Association and earlier this year was named a finalist for a National Magazine Award. Also this year, PC World's editors won the American Business Press' most coveted prize: the 1999 Grand Neal Award.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday Nov. 16.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

The 5th Wave By Rich Tennant

and finally...

Compensation

The principle of linking pay with performance is an honored one in America. During the Depression, someone pointed out to Babe Ruth that he earned more money than the president of the United States. "I know," Babe said, "but I had a better year."

Source: Funny Business Almanac

IDC Worldwide Forums 2000

For more information on these events, visit www.idc.com/events

Asia/Pacific IT Forum
Jan. 23-25
Singapore

European Telecoms Forum
March 20-21
Venice

European IT Management Forum
March 27-28
Barcelona

IDC's Application Service Provider Leadership Forum
April
San Francisco

IDC's Online Financial Services Forum
May
New York and London

IDC's Solutions Integrator Forum
June
Boston

The eCommerce Forum
June 20-21
Paris

The Eastern European IT Forum
June 26-27
Prague

Internet Executive Forum
September
San Francisco

The European IT Forum
Sept. 10-12
Monaco

The Asia/Pacific Storage Forum
September
Hong Kong, Singapore and Sydney

The European IT Banking Forum
Nov. 27-28
Milan

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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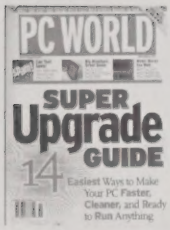

Federal Computer Week
a new reality
FTS 2001 snafus irk agencies
IT jobs duck outsource lists
Linux storms NOAA in $15 million pact

IDG most-honored IT publisher at 1999 Folio: Show

IDG was honored this month at the 1999 Folio: Show, with more awards in Editorial and Design Excellence than any other IT publisher. The editorial excellence awards, which will appear in the magazine's December issue, honor overall excellence and reward achievement in accomplishing a magazine's editorial mission. This year more than 400 magazines were measured against the standards they define for themselves. Entrants were judged according to how well they fulfill their mission statements and the quality of their content. *PC World*, *Federal Computer Week* and *InfoWorld* were all awarded first place in their respective categories, representing more top honors than any other IT publisher.

The Ozzie Award winners for Excellence in Magazine Design were also honored at the event. Among the most highly recognized awards in the publishing industry, the Ozzies honor excellence in 12 different areas of magazine design. IDG publications won four top honors, including Best Overall Design for *CIO*, and again, winning more than any other IT publisher. In addition, *CIO Web Business*, *Network World* and *CIO Enterprise* won Silver awards and *Computerworld* an honorable mention, in their re-

continued page 4

AMY DALTON

Members of PC World's editorial team flash smiles and the publication.

"Above the Crowd"

IDG Chairman **Pat McGovern** and the technology empire he founded are featured in the October issue of *MC* magazine. Running five full pages under a headline declaring, "Above the Crowd," the piece examines the rise of IDG, the unique business principles that have helped drive its success and the "culture change bubbling at IDG." See page 2 for selected excerpts.

IDG Interactive GmbH launches Web-only tecChannel

IDG continues to spin Web sites and new business units. This summer Munich-based IDG Communications Verlag AG spun off IDG Interactive GmbH, whose first product is the Web site tecChannel. TecChannel launched Oct. 18 in conjunction with Systems 99, an international trade fair for IT and telecommunications in Munich.

The people behind tecChannel include 13 editors and a test lab staff that guarantees a high level of product testing.

The German-language site (www.tecchannel.de) targets PC specialists, data processing experts and IT professionals and will offer daily market news, developments and trends in both hardware and software, the Internet and operating systems, as well as technical background information and product test results compiled from tecChannel's own test lab.

IDG Magazin Verlag Managing Director **York von Heimburg** will also be managing director of the new business unit. **Stephan Scherzer** will take on the position of publisher of IDG Interactive GmbH, in addition to his role as publisher of *Macwelt* and *GameStar*. **Frank Klinkenberg-Haaß**, previously the deputy editor-in-chief of *PC Magazin*, will be the site's managing editor.

continued page 4

in brief newsworthy

We don't just write 'em... IDG execs make headlines, too!

Selected excerpts from the profile on IDG Chairman ***Pat McGovern*** *in the October issue of MC magazine appear below. The entire article may be viewed at www.marketingcomputers.com.*

Excerpts reprinted with permission of MC.

Back in 1980 he went against expert advice and entered China when it opened to foreign business...Now IDG has 16 publications and 15 trade shows in China – where revenues have grown about 70% a year.

■ ■ ■

After seeking info from publications, [customers would] use an interactive device, a telephone, to inquire and buy from vendors. That device is increasingly the Web – a trend McGovern's happy to see. Now publishers can capture the economic value of what customers used to do on the telephone. "We'll always inform them, now we can help them discuss and learn and then we can help them transact."

■ ■ ■

My metric is how many people are we benefiting around the world and how happy are they with the information we're providing," he says. He expects IDG to reach five times as many people with its information in five years, or 500 million by 2004.

■ ■ ■

IDG has investments in two-thirds of the top 20 Internet firms in China. One of them, Sohu.com, is set to go public this fall. McGovern hopes Sohu.com will allow IDG to share in the kinds of returns seen in competitor China.com's $84 million IPO in July.

■ ■ ■

McGovern decries the tech industry's obsession with competition, as it runs counter to customer needs. "They're going to beat Microsoft or Oracle. They spend all their time and emotional energy trying to compete rather than looking at what unfulfilled needs are in a market," he complains.

■ ■ ■

It's about serving markets better, not efficient profit making," he says. Take Scandinavia. Advisors said the cost-effective route was to launch a single regional magazine. But instead he launched four separate publications in Norway, Sweden, Finland and Denmark. Now Scandinavia provides more revenue per capita than anywhere else in the U.S. WU

TEBB CHAPPELL

IDG Chairman ***Pat McGovern*** *(left) and President and CEO* ***Kelly Conlin*** *pose atop IDG's One Exeter Plaza office in Boston.*

Improper Bostonian names three IDGers to annual 'net Top 40 list

Metcalfe

McCreary

Three IDG executives have been named to *The Improper Bostonian*'s fifth annual round-up of the Boston-area's top 40 Internet powerbrokers. Coming in at No. 3 is *InfoWorld* columnist and IDG VP Technology **Bob Metcalfe**, described as "one of the leading Net commentators, writing a popular weekly column for *InfoWorld* and a frequent speaker at industry trade shows." IDG Chairman **Pat McGovern**, No. 6, is "becoming a bigger force online. A year ago, IDG launched *The Industry Standard*, which has become the *Businessweek* of new media, and is working on plans to spin off its network of popular Web sites into a separate publicly traded company." *CIO* Editorial Director **Lew McCreary**, "who oversees the company's highly interactive www.cio.com Web site," captured the 20th position. The list appears in the Oct. 20 issue of the publication.

The Webby Awards' Tiffany Shlain has it covered

Webby Awards Inc. founder and President **Tiffany Shlain** stares out from the cover of the debut international issue of Canadian magazine, *shift*. The magazine, which sports the tagline, "For living in the digital culture," features a five-page spread on Shlain and her efforts to "amp up the geeky world of the Internet" via the Webbys, now in their fourth year.

The article notes that Shlain is in talks with TV networks to have the awards show broadcast live and has plans to take the Webbys global with regional ceremonies held in other countries culminating in a large-scale International Webbys.

The November debut international issue of shift features IDG's Shlain.

The November issue of *shift* is available now on newsstands and may also be viewed at www.shift.com.

The Webby Awards was spun out as a wholly owned business unit last month.

executive Q and A

Bill Reinstein
The president and CEO of ITworld.com is this week's guest columnist. Part 1 of this column appeared in the Oct. 18 issue of IDG World Update.

ITworld.com at-a-glance

Location Southborough, Mass., and San Francisco

Established September 1999

Employees Currently approximately 55

Mission To be the leading source of IT problem-solving information

We remain committed to the notion that in technology publishing a 'one size fits all' strategy cannot best serve readers and advertisers. We remain equally committed to the continual launch of products and services such as ITworld.com that can make specific types of targeted information more accessible and of higher value to our users.

Q I've worked at IDG for several years and have a hard time understanding all of the different activities that IDG has on the Web. How will our readers and customers know how to follow and utilize IDG's Web presence?

A IDG, like hundreds of other highly successful companies, continues to iterate its strategy for best leveraging the power of the Web as both reader needs and underlying Web technologies evolve. Also like other large companies, IDG has many different businesses in many different markets, and so it is unrealistic to assume that there is one single Web effort for all of IDG. In fact, many companies that tried that approach, notably Time Warner's Pathfinder, failed in such efforts. This next year will be marked by a host of Web initiatives across a range of IDG companies, from some innovative new digital delivery tools from IDC, to "know-how" portals from IDG Books, to global recruiting services, etc. Each of those are focused on specific customer segments who obviously need to be marketed and sold on the merits of such services.

In the U.S. publishing companies, the readers' primary affinity remains with the individual brands that they have come to trust. We need to serve those readers in print, online and through events. In addition, we have a network, IDG.net, that gives readers easy access to any of IDG's online communities and give advertisers one-stop-shopping for advertising across the network of IDG sites.

When ITworld.com launches in early calendar Q1, it will be our next refinement and augmentation of this strategy offering a new kind of 'problem solving portal' specifically for IT professionals and primarily in the United States. The end conclusion of much of the work done over the past many months in the U.S. market has guided us to serving three relatively distinct communities of interest via three portals: gaming enthusiasts via GameProWorld.com, business and personal computing users via PCworld .com, and finally, computer professionals via the ITworld.com network of sites described above.

We remain committed to the notion that in technology publishing, a 'one size fits all' strategy cannot best serve its readers and by extension its advertisers. We remain equally committed though, to the continual launch of new products and services such as ITworld.com that can make specific types of targeted information more accessible with higher value to our users.

Q How will the ITcareers component of ITworld.com tie in with the newly constituted IDG Recruitment Solutions?

A IDG Recruitment Solutions is the sales and marketing unit that offers recruitment advertisers one-stop-shopping for all of IDG's recruitment offerings, including print, online and event programs in *Computerworld*, *Network World*, *InfoWorld* and *CIO*. This group is headed by **Janis Crowley**, who was joined by the recruitment sales, marketing and production teams of these business units.

ITcareers.com, which is led by **Mark Williams**, is the online site focused on the recruitment market that is being launched as part of ITworld.com. The IDG Recruitment Solutions team will represent this site to customers as part of the complete portfolio of services they offer recruitment customers.

ITcareers.com has been adopted as the single brand across all of IDG's U.S. publications for online recruitment.

Q I know you can't give specifics regarding any possible IPO, but do you think it is realistic to expect that IDG will have a public offering of ITworld?

A The competitive set of Internet companies that serve the IT professional market segment specifically is growing rapidly but is currently not marked by any clear and dominant player. As such, IDG has a tremendous mind and market share opportunity. Having made a significant investment commitment to this effort in FY00, ITworld will be exploring opportunities for a public offering to leverage high Internet valuations to help fund further expansion and growth strategies.

Reinstein may be reached at bill_reinstein@idg.com.

*"Executive Q and A" questions for IDG Chairman **Pat McGovern** and IDG President and CEO **Kelly Conlin** may be sent to world_update@idg.com.*

tecChannel

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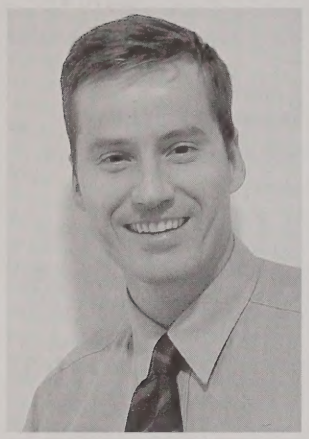

"Two years ago we founded IDG Entertainment for GameStar magazine, and it was very successful. TecChannel is our next baby," say ***Stephan Scherzer****, publisher.*

Scherzer stressed that "now is the time for this kind of media product. The industry is moving so fast, and next year would be too late because the big German players, such as Gruner & Jahr, Milchstrasse Verlag, and Bertelsmann, are investing heavily in the 'Net. Even C|Net has plans to come to Germany. We're moving very fast, faster than the competition. With this investment, we want to build up a future-oriented product in addition to our already successful print products."

Scherzer said IDG Communications Verlag spun off IDG Interactive as a separate business unit because they wanted everyone to know that their online activities are "very, very serious. IDG Interactive and tecChannel are absolutely online-focused. It's a clear signal for our people, for the industry and our readers."

According to Scherzer, publications' Web offerings throughout Germany to date have been extensions of successful print products. "The print-based Web sites depend more or less on the decisions made by the print people. TecChannel will enable us to chart a course for the future with the Internet as the sole business platform."

TecChannel launched with a staff of 13 industry-savvy editors, who produce detailed, original material, from product launches and testing to corporate strategies and interviews. The staff also gathers news and features from the IDG News Service and IDG's stable of 250 international Web sites.

TecChannel's test lab will guarantee a high level of product testing without the deadlines imposed by print magazines, he said. "Our readers want immediate, very detailed test reviews, and they want all the measured specifications. Our strength in the beginning will be in benchmarking CPUs, hard drives, graphics and sound cards, and printers. Our goal is to find any bug or problem first and announce it online. There is no other online site in Germany testing a whole range of hardware and software as we do."

The tracking of tecChannel's online advertising will be handled by DoubleClick, which already manages the online ad reporting for the Web sites of *PC-Welt*, *Macwelt* and *GameStar*.

For more information, contact von Heimburg at yvonheimburg@idginteractive.de or Scherzer at stscherzer@idginteractive.de. WU

Folio awards

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CIO collected a gold Ozzie Award for Best Overall Design and a silver each for CIO Web Business and CIO Enterprise.

spective categories. More than 1,300 publication entries were submitted by trade, association, and consumer magazine from which the winners were selected. Entries were evaluated by 20 judges and were rated on how well they satisfied the specific categories in each criteria.

"The Folio: editorial and Ozzie design awards continue to attract and showcase the most outstanding talent the publishing industry has to offer," said IDG President and CEO **Kelly Conlin**. "By receiving more awards than any other publishing company, IDG continues to distinguish itself in editorial and design quality."

The awards were announced at the 1999 Celebration of Excellence Awards Gala held at the 10th annual Folio: Show, the conference and exhibition for the magazine industry. Folio: shows are comprehensive magazine publishing events where the entire publishing team – from consumer, business-to-business, association, corporate and newsletter publications of all circulation sizes – joins together to sharpen their skills. This year's show was sponsored by Folio, American Business Press, Magazine Publishers of America and FIPP.

IDG publications won Ozzie Awards in the following categories:

Gold - Best Overall Design (Trade over 35,000 circulation): ***CIO***
Gold - Best Redesign (Trade over 35,000 circulation): ***Computerworld***
Gold - Best Use of Typography (Trade): ***CIO***
Gold - Best Table of Contents (Trade): ***Computerworld***

Silver - Best Use of Illustration (Trade over 35,000 circulation): ***CIO Web Business***
Silver - Best Table of Contents (Trade): ***Network World***
Silver - Best Use of Photography (Trade over 35,000 circulation): ***CIO Enterprise***

Honorable Mention - Best Feature Design (Trade over 100,000 circulation): ***Computerworld***
Honorable Mention - Best Use of Illustration (Trade over 35,000 circulation): ***Network World***
Honorable Mention - Best Redesign (Trade over 35,000 circulation): ***Network World***

More information on the Ozzie and Editorial Excellence Awards may be found at www.intertecevents.com/awards. WU

Job Opportunities – Monday, October 25, 1999

Marketing Communications Manager (CIO)

The CIO Marketing Department is seeking a dynamic and creative individual to join the Marketing Communications team. Individual will work closely with the Marketing Communications Director to set the strategic direction for marketing and work closely with the Sales organization. Individual will be responsible for writing quality, timely marketing collateral including presentations, brochures, media kits, direct mail, and advertising, as well as working with freelance graphic designers and printers. Qualified candidates must have 5-7 years of marketing communications experience in high tech or publishing with demonstrated ability to work in a team environment, make timely and effective decisions, and achieve results! Effective communication skills and the ability to write and edit effectively are essential. ***Location: Framingham, MA***

Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Program Marketing Coordinator (CIO)

The Program Marketing Coordinator will be responsible for the creation and editing of Executive Programs' marketing collateral. Candidates must have some college experience and excellent organizational, communication and writing skills. Reporting to the Program Marketing Specialist, this individual will be asked to create impactful, high-quality collateral on deadline. Must be able to work under tight deadlines and should have strong interpersonal skills. Familiarity with the Web and proficiency in PC applications, including Microsoft Word, Excel, QuarkXPress, Adobe Illustrator, Adobe PhotoShop, FileMaker Pro and Lotus Notes required. Some travel possible. ***Location: Framingham, MA***

Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Intern, Support Services Database (IDC)

IDC's Worldwide Services Research team has a part-time internship opportunity (20 hours / week) for an independent self-starter to work on various market research projects. The main responsibilities of this position will include researching, updating, and maintaining IDC's Support Services Database Internet product of competitive service description and pricing information. The ideal candidate must be organized, inquisitive, detail-oriented and capable of working with many different sources of data, including the Internet. Strong communication skills are required. In particular, the position requires an individual who is capable of utilizing various resources, such as the Internet, library and telephone to track the service and support offerings of leading IT companies. Experience with Microsoft Word and Excel is helpful. This is a great opportunity for someone to gain exposure and experience within the IT industry!

Location: Framingham, MA

Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Public Relations Specialist (IDC)

IDC is seeking a public relations specialist to join its corporate marketing team. This individual will be the first point of contact for press and public relations professionals looking to speak with and identify appropriate IDC analysts. The specialist will also be responsible for proactive, aggressive placement of IDC analysts and data in top business, consumer, online and broadcast media; developing and executing PR campaigns surrounding IDC corporate and group-specific initiatives; securing press attendance at IDC events; tracking IDC's performance in the media; creating/updating IDC media materials both print and online; and handling approval matters. The ideal candidate will have a bachelor's degree and 3-5 years technology public relations experience, preferably in a PR agency setting. Strong written/oral communication skills and computer skills, as well as a successful track record working with all types of media are a must. ***Location: Framingham, MA***

Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Associate Research Analyst, Support Services Database (IDC)

IDC's Services research group seeks a motivated Associate Analyst for our Worldwide Services Research team. The ideal candidate will have an awareness of and interest in the IT services market. In addition, this detail-oriented individual would assume a leadership role in managing and maintaining IDC's Support Services Database Internet product. This position involves managing, administering and updating an expanding database of competitive service description and pricing information. Duties also include managing relationships with strategic partners, making informed recommendations to and responding to inquiries from major IT vendors, expanding the database to meet the needs of new global client sets, and marketing the program to prospective clients. Strong quantitative, analytical and user administration skills are essential. Entrepreneurial drive, excellent customer relation and presentation skills are also required. ***Location: Framingham, MA***

Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Research Analyst, Primary Research & Market Models (IDC)

IDC is seeking a Research Analyst who will be part of a small, fast-paced, collaborative team that conducts primary market research on IT in support of various ongoing research programs. The successful candidate will have familiarity with most phases of a primary research study (project conception, instrument design, field management and data analysis) and have an interest in developing greater skills in all phases, especially project management. Good communication skills and the ability to work on multiple projects simultaneously are required. Prior academic study of, and familiarity with, research techniques is preferred. BA/BS required. ***Location: Framingham, MA***

Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Assistant Editor (IDG/B)
Responsibilities include: line editing of manuscripts for organization, language, appeal, user friendliness and accuracy; formulating map plans and proofing maps; working with authors; and checking page proofs. Requires a college degree, at least 1-2 years of publishing experience, complete proficiency in MS Word, a flair for language, attention to detail, good time-management skills, and a passion for travel as this position is with Frommer's Travel Guides. Please detail travel background when submitting resume.
Location: New York, NY
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Editor (IDG/B)
Responsibilities include: challenging line editing, including rewriting if necessary, extensive map work, and developmental work to improve existing titles and to outline and launch new ones. Must have a college degree, at least 5-6 years of publishing experience, complete proficiency in Microsoft Word, a flair for language, solid knowledge of the travel industry, attention to detail, ability to manage projects independently, good time-management skills, and a passion for travel as this position is with Frommer's Travel Guides. Please detail travel background when submitting resume. ***Location: New York, NY***
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

HR Coordinator (IDG/B)
IDG Books is looking for a HR Coordinator who will serve as a team member of an active Human Resources Department in a growing organization. The HR Coordinator will provide support to the Benefits, Compensation, and HRIS Manager with specific responsibility for benefits processing, claim resolution, HRIS data entry and reporting, new hire orientation, interfacing with health vendors and COBRA TPA, leave of absence processing, worker's compensation claim, premium reconciliation, audit processing, review processing, compensation analysis and surveys, and various other projects as needed. Candidates must have a Bachelor's degree or equivalent with 2+ year's work and benefits experience. Must possess excellent customer service and communication skills along with a proficiency in MS Word, Excel, Access, and PowerPoint, experience with Lawson HRIS a plus. Requires a positive customer service attitude, excellent written and verbal communication skills, ability to handle multiple tasks, and attention to detail.
Location: Foster City, CA
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

HR Manager (IDG/B)
Reporting to the VP of Human Resources (located in Foster City, CA), the HR Manager is responsible for the HR support of 135+ employees located in New York City and Chicago. Will serve as the high level contact for these employees and will have HR generalist responsibilities that include recruitment, performance management, employee relations, organizational development, compensation counseling and management coaching. Will have ongoing communication with the VP of Human Resources to insure strategic and operational consistency at all levels of the organization. Successful candidate will have a Bachelors degree or equivalent experience plus 5-7 year's HR generalist experience. Requires experience in all functional areas of Human Resources as outlined above. Excellent judgment, written and verbal communication and decision making skills a must. Organizational and business acumen is imperative for the success of the individual. Must be able to work in a fast paced, dynamic environment with the ability to handle multiple priorities. ***Location: New York, NY***
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Digital Cartographer (IDG/B)
IDG Books is looking for an experienced cartographer to work with the editorial group of Frommer's Travel Guides. This individual must have at least 3 years of print experience to work on 1,2, and 4/c maps. Must be skilled in Illustrator 6.0 or higher (PhotoShop and Quark a plus). Candidate must be detail oriented and have an excellent eye for aesthetics and usefulness of maps.
Location: New York, NY
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Cover Production Coordinator (IDG/B)
Responsibilities include coordinating cover process from start to finish; routing covers for approval of key stages to editorial, marketing, legal and senior management; and shipping covers and reviewing proofs from cover vendors. The Cover Production Coordinator works closely with filmhouses and manufacturing departments to ensure schedules are maintained, processes run smoothly and quality control is maintained. Also maintains the master cover production schedule and codes invoices and processes them to A/P. Qualified candidates should have a Bachelors degree in Communications, Marketing, English, or Graphic Arts. Understanding of production design, printing technology, and manufacturing techniques is a plus. Must be extremely organized, detail oriented, and able to perform multiple tasks/juggle projects as this position will be managing about 30 covers at one time. Must also be a team player and be able to work well with people. Computer skills: MS Word, Excel, Outlook, and FileMaker Pro. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

VP of Events (IDG/WEC)
Executive level position reporting directly to the President & CEO of IDG World Expo. This position requires 7 to 10 years of direct tradeshow industry experience, in all aspects of the business. The successful candidate will have a proven track record of business success and personal growth in a dynamic high technology tradeshow environment. Experience in new business development, strategic partner relationships, operations, marketing and sales a must. Experience in the leadership of a high energy team a must. Must be willing to travel significantly to meet the growing demands of the business. A Business Degree is required; an Entrepreneurial Degree is preferred. ***Location: Framingham, MA***
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Sales Assistant (IFW)
InfoWorld is seeking a Sales Assistant to provide support to our Regional Sales Manager in our Framingham, MA office. As a vital team member in a fast-paced environment, you will maintain sales/prospect databases; analyze the competition; provide strong customer service to clients; and prepare presentations. Candidates must be PC proficient in Lotus Notes, Word, Excel, PowerPoint, and the Internet and have the ability to work independently as well as part of a team. ***Location: Framingham, MA***
Contact: L. Peddie, Fax: 508-370-0019, Phone: 508-370-0815, Email: laurel_peddie@infoworld.com

Senior Editor (IFW)
InfoWorld's News team is seeking an experienced, motivated Senior Editor to cover the packaged applications and corporate portals beat. The candidate will be a leader in InfoWorld's team-oriented reporting process, delivering breaking news for the InfoWorld.com web site on a daily basis and providing news analysis and trend stories for the weekly print product. The writer is also responsible for writing in-depth features on a quarterly basis. The successful candidate should have at least 5 years experience in the IT trade or business press. The Senior Editor will need to build contacts and gain a good command of technology and business issues in the applications beat. ***Location: East Coast***
Contact: M. LaMonica, Fax: 650-312-0668, Phone: 617-303-7811, Email: resumes@infoworld.com

Research Reporter (IS)
The Industry Standard is currently seeking a Research Reporter for the rapidly expanding Net Returns section. The ideal candidate will have one year of experience - preferably at a technology or business publication. Strong written and communication skills a must as is a good sense of humor. ***Location: San Francisco, CA***
Contact: J. Cohen, Fax: 415-733-5401, Phone: 415-733-5466, Email: Jackiec@thestandard.com

Distribution Manager (IS)
The Distribution Manager will be responsible for planning, executing, and monitoring procedures that will ensure the timely and cost-efficient delivery of our weekly magazine. Duties include but are not limited to: establishing and maintaining communication procedures that provide thorough and timely instructions to vendors (printer and air freight carrier); determine schedules for monitoring regularly occurring tasks (such as phoning the printer to make sure magazines are mailed on time, phoning the air freight carrier to make sure they received the magazine shipment on time and phoning the post offices to make sure they received shipments); and tracking US Monitor and Red Tag reports. The ideal candidate will have 3-5 years publishing/distribution management experience. The individual will also have strong written and oral communication skills, the ability to handle multiple tasks simultaneously, and be detailed oriented. Good math aptitude and computer (Mac and PC) skills. Knowledge of U.S. Postal regulations and BPA Audit regulations helpful.
Location: San Francisco, CA
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Production Assistant (IS)
The Production Assistant will be responsible for assisting the Senior Production Manager and Digital Ad Coordinator with the day-to-day administrative tasks of the production department. Duties include but are not limited to: assisting with expediting and coordinating advertising and editorial materials from receipt to shipment to printer, opening and distributing mail, packages and shipments from suppliers, answering department phones, and maintaining the dummy book and master file of advertiser's proofs. The ideal candidate will have some knowledge of the printing process and graphic arts. The candidate will also have strong written and oral communication skills, the ability to handle multiple tasks simultaneously, and be detailed oriented. PC skills are required. Experience in publishing preferred. ***Location: San Francisco, CA***
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Executive Editor, Features (PCW)
The Executive Editor of Features will lead and supervise monthly features coverage, columns, and departments in PC World to best meet reader needs. Responsibilities also include setting and enforcing standards for editorial excellence; managing, training and motivating features department staff; participating in issue planning and development of editorial calendar as part of editorial management team; and representing PC World to its constituencies. Requirements include at least 5 years editorial management experience, and a Bachelor's degree in English or Journalism or equivalent experience. Qualified candidates will have excellent editorial skills; comprehensive, in-depth knowledge of the current PC market; extensive industry contacts; proven ability to manage a workgroup to deadline; and excellent organization, management and communication skills. ***Location: San Francisco, CA***
Contact: C. Baskin, Fax: 415-975-2631, Phone: 415-267-1739, Email: cathy_baskin@pcworld.com

Marketing Administrative Assistant (PCW)
PC World is seeking a motivated team player to provide administrative and clerical support for the Marketing Dept. Primary responsibilities include managing stationery orders; maintenance of database and departmental files; mailing and distribution projects; monthly awards notifications; and various marketing projects. Qualified candidates must be PC proficient (MS Word and Excel; PowerPoint a plus); have exceptional attention to detail and organizational skills; ability to learn quickly and multi-task; and be able to work in a fast-paced environment. Effective and creative communication skills are required. ***Location: San Francisco, CA***
Contact: H. Newman, Fax: 415-442-1891, Phone: 415-978-3180, Email: harriet_newman@pcworld.com

Test Manager (PCW)
Manage Performance Analysts in the PC World Test Center and ensure on-time delivery of accurate and meaningful test results. Participate in coordination and assignment of testing resources. Plan, develop and execute tests and analyze and prepare results for a variety of PC hardware and software products. Qualified candidates should have a thorough understanding of PC technology. Excellent communication skills required. Candidate should have a bachelor's degree in computer science or equivalent experience.
Location: San Francisco, CA
Contact: J. Milenbach, Fax: 415-546-1673, Phone: 415-267-1790, Email: julian_milenbach@pcworld.com

BU	Category	Title	Location	Contact	Phone	Fax
CIO	Ad Sales	Advertising Sales Associate	Philadelphia, PA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Ad Sales	Regional Sales Manager	San Francisco, CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Ad Sales	Regional Sales Manager	East Coast	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Admin	Administrative Assistant	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Admin	Data Entry Coordinator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Admin	Executive Assistant	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Admin	Office Services Assistant/Receptionist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Art/Design	Web Designer	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Circ	Circulation Assistant	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Edit	Features Editor	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Edit	Features Writer	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Edit	Web Copy Editor	Framingham, MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Edit	Web Writer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
CIO	Mktg	Marketing Communications Manager	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Mktg	Program Marketing Coordinator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Mktg	Program Marketing Specialist	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	PR	Senior Media Relations Executive	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Prod	Ad Production Coordinator	Framingham, MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Systems	System Administrator	Framingham, MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Web Tech	Web Developer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
CIO	Web Tech	Web Producer	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
Comp Curr	Edit	Associate Editor	Berkeley, CA	R. Luhn	P: N/A	F: 510-527-4106
Comp Curr	Edit	Copy Editor	Berkley, CA	R. Luhn	P: N/A	F: 510-527-4106
Comp Curr	Edit	Managing Editor	Berkley, CA	R. Luhn	P: N/A	F: 510-527-4106
CW	Admin	Sales Operations Coordinator	Framingham, MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Assistant Sections Editor	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
CW	Edit	Senior Reporter	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Prod	Traffic Coordinator (PT)	Framingham, MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Sales Associate	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Program Manger for Growth Markets	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Western Regional Director of Custom Publishing	San Mateo, CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Systems	Systems Specialist/Help Desk	Framingham, MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
FCW	Ad Sales	District Sales Manager	Midwest	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Managing Editor	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church, VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Group Operations Coordinator	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Admin	Office Services Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Admin	Office Services Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Admin	Software Product Assistant	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Edit	Research Editor	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Exec	VP/Chief Technology Analyst, End User Business	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Exec	VP/Program Director, Internet & eCommerce Strategies	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Intern	Intern, Support Services Database	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	PR	Public Relations Specialist	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Associate Analyst, IRS/CIA	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Research Analyst, Storage	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Research Analyst, Support Services Database	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Consulting Manager, Latin America IT Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Director, Online Financial Services Advisor	Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Program Director, Latin America IT Research	Miami, FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Analyst, International Access Service	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Local Area Networks	Framingham, MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Analyst, Primary Research & Market Models	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Analyst, Primary Research & Market Models	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Analyst, Primary Research & Market Models	Framingham, MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Analyst, Printers	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Analyst, Storage Systems	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Research Analyst, Worldwide PC Market Tracker	Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, Consumer Devices	Mountain View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager, Residential Broadband & Telecom	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager, Small Business/Home Office	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager/Director, Enterprise Application Integration	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager/Sr. Research Analyst, Semiconductors	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Sr Analyst/Rsch Mgr, Consumer eCommerce Advisor Prgm	Mountain View, CA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Analyst/Research Manager, Online Financial Services	Mountain View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Collaborative Computing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Data Communications	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Information Access Solutions	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, International Access Service	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, IT Education & Training Services	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Solutions Integration Services	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Systems	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Wireless & Mobile Communications	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst/Research Mgr, AMS	Framingham, MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Sales	Account Executive, Services Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Client Service Representative, Internet/eBusiness Accounts	CA or MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Client Service Representative, IT Advisor	Framingham, MA	E. Storch	P: 508-935-4649	F: 508-935-4610

BU	Category	Title	Location	Contact	Phone	Fax
IDC	Sales	Client Services Representative, Major Accounts	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Consulting Sales	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Major Accounts	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Director, Conference Business Development	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Manager, Consulting Sales Major Accounts	Mt. View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Manager, Japanese Major Accounts	Mountain View, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Manager, Major Accounts	Mountain View, CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Senior Account Executive, Internet/eBusiness Accounts	CA or MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Sales	Senior Account Executive, IT Advisor	Framingham, MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Sales	Sr. Account Executive, Asia/Pacific & European Research	Mountain View, CA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Telesales Representative	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Systems	Desktop/Network Support Specialist	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Director, Interactive Products Architecture	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Systems	Manager, Client Services	Framingham, MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
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IDC Australia	Rsch	Research Analyst, IT Services	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Senior Analyst/Program Manager, Telecommunications	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Rsch	Sr Research Analyst, Internet/Telecommunications	Sydney, Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Sr. Analyst/Regional Program Manager, Telecomm	Sydney, Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Sales	Account Manager	Sydney, Australia	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications	Beijing, PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
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IDC Benelux	Rsch	Research Analyst, IT Outsourcing Markets	Amsterdam	M. Lukacs	P: +31-20-4089-508	F: +31-20-617-55-66
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IDC E Central Europe	Sales	Business Development Manager	Prague, Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E Central Europe	Sales	Business Development Manager	Zurich, Switzerland	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Rsch	Senior Research Analyst	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Sales	Sales Manager	Kronberg, Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDC Italia	Sales	Business Development Manager	TBD	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDC Nordic	Web Tech	Web Master	Copenhagen, Denmark	P. Andersen	P: +45-39-1622-30	F: +45-39-1844-48
IDC Singapore	Sales	Account Manager	Singapore	N. Hill	P: +852-2905-4235	F: +852-2537-7347
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IDC Spain	Rsch	Research Analyst, Communications	Madrid, Spain	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Spain	Sales	Sales & Business Development Manager	Madrid, Spain	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
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IDG	Finance	Associate Credit Analyst	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Finance	Financial Systems Administrator	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Finance	Staff Accountant	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	HR	Associate Human Resource Representative	Framingham, MA	K. McIsaac	P: 508-820-8647	F: 508-879-3760
IDG	HR	Compensation Analyst	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	HR	Training & Development Specialist	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Systems	Applications Support Specialist	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Systems	Client Support Coordinator	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Central Svcs	Facil	Facilities Coordinator II	San Francisco, CA	T. Simms	P: N/A	F: 415-974-7316
IDG Central Svcs	Facil	Facilities Junior Planner	San Francisco, CA	T. Simms	P: N/A	F: 415-974-7316
IDG Central Svcs	Facil	Facilities Planner	San Francisco, CA	T. Simms	P: N/A	F: 415-974-7316
IDG Central Svcs	Finance	Advertising Account Services Administrator	San Francisco, CA	K. Greene	P: N/A	F: 415-974-7316
IDG Comms	Ad Sales	VP, Business Development	CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG Glob Comm	Admin	Office Assistant, FT/Temp	San Mateo, CA	D. Garza	P: 650-524-5701	F: 650-524-5700
IDG Glob Comm	Web Tech	Web Developer	San Mateo, CA	D. Garza	P: 650-524-5701	F: 650-524-5700
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IDG List	Sales	Account Executive	Framingham, MA	T. Gump	P: 508-935-4766	F: 508-935-4600
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IDG.net	Edit	Senior News Editor	San Francisco, CA	M. Cappel	P: 415-267-4505	F: 415-267-4558
IDG.net	Exec	General Manager	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG.net	Prod	Assistant Product Manager	San Francisco, CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	Sales	Manager of Client Services	San Francisco, CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Sales	Online Account Manager	Southborough, MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Sales	Online Account Manager	San Francisco, CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Sales	Online Account Manager	NY/Stamford, CT	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Sales	Online Client Services Associate	San Francisco, CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG/B	Admin	Administrative Assistant, Legal	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Contract Coordinator	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Copyright Coordinator	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Foreign Rights Assistant	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Sales Maintenance Specialist	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Subsidiary Rights Assistant	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Edit	Assistant Editor	New York, NY	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Custom Development Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Editor	New York, NY	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Manager	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Training/QA Development Editor	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Finance	Accounts Payable Representative	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240

BU	Category	Title	Location	Contact	Phone	Fax
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IDG/B	HR	HR Manager	New York, NY	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	HR	HR Representative	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Publishing Counsel	Foster City, CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Administrative Assistant, Marketing	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Advertising Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Digital Cartographer	New York, NY	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Marketing Production Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Operations	Database Coordinator, Inventory Control	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
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IDG/B	Prod	Associate Page Layout Tech	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Associate Page Layout Technician	Indianapolis, IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	Associate Quality Control Technicians	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Cover Production Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Graphics Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Online Supervisor	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Page Layout Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Page Layout Technician	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Corporate Account Manager	Foster City, CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Systems	Mac Systems Support	Indianapolis, IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Web Tech	Web Developer	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Web Tech	Web Development Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Web Tech	Web Support Specialist	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/CMC	Confer	Conference Registrar / Customer Service Specialist	San Mateo, CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
IDG/CMC	Confer	DemoLetter Customer Services/Subscription Coordinator	San Mateo, CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
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IDG/GMG	Sales	Sales Associate	New York, NY	T. Nemiro	P: 415-978-3203	F: 415-267-1742
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IDG/WEC	Events	VP of Events	Framingham, MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Finance	Staff Accountant	Framingham, MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Coordinator	Framingham, MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Manager	Framingham, MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Sales	Sales Manager	Framingham, MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
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IFW	Admin	Sales Assistant	Framingham, MA	L. Peddle	P: 508-370-0815	F: 508-370-0019
IFW	Circ	Circulation Marketing Specialist	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
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IFW	Edit	Assistant Managing Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Copy Editor (2 Positions)	San Mateo, CA	HR Dept.	P: N/A	F: 650-312-0668
IFW	Edit	Reporter	Boston, MA	M. Lamonica	P: 617-303-7811	F: 650-312-0668
IFW	Edit	Section Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
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IFW	Edit	Senior Editor	East Coast	M. LaMonica	P: 617-303-7811	F: 650-312-0668
IFW	Edit	Senior Writer	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
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IFW	PR	Public Relations Manager	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Prod	Ad Coordinator	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	R&T	Associate Editor	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	R&T	Technology Analyst (2 openings)	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Online Sales Associate	San Mateo, CA	T. Sur	P: 650-524-7102	F: 650-524-7003
IFW	Sales	Online Sales Specialist	EC or WC	T. Sur	P: 650-524-7102	F: 650-524-7003
IFW	Sales	Regional Sales Manager (2 positions)	San Francisco, CA	T. Sur	P: 650-524-7102	F: 650-524-7003
IFW	Sales	Sales Associate (2 positions)	Rochelle Park, NJ	L. Peddle	P: 508-370-0815	F: 508-370-0019
IFW	Sales	Sales Associate (2 positions)	Rochelle Park & Atlanta	T. Sur	P: 650-524-7102	F: 650-524-7003
IFW	Systems	Associate Information Systems Specialist	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Systems	Associate Publishing Systems Specialist	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Web Tech	Site Coordinator	San Mateo, CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IGS/EMEA	Sales	Executive, New Media Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	Manager, International Sales	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	On-line Sales Executive	Staines, England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
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IS	Edit	Research Reporter	San Francisco, CA	J. Cohen	P: 415-733-5466	F: 415-733-5401
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IS	Mktg	Research Manager	San Francisco, CA	K. Zelda	P: 415-733-5449	F: 415-733-5402
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IS	Prod	Production Assistant	San Francisco, CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Web Tech	Associate Producer	San Francisco, CA	J. Payne	P: 415-733-5496	F: 415-733-5401
IS	Web Tech	Online Technology Director	San Francisco, CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Web Tech	Web Production Assistant	San Francisco, CA	J. Payne	P: 415-733-5496	F: 415-733-5401

BU	Category	Title	Location	Contact	Phone	Fax
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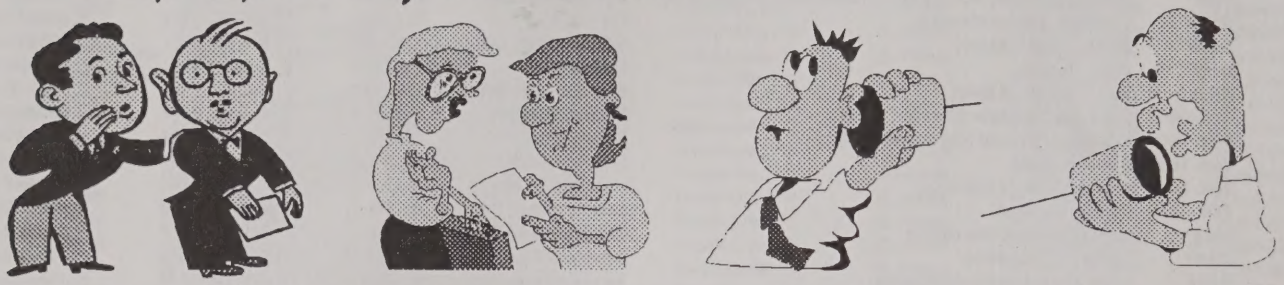
ITWORLD.com	Mktg	Director of Marketing	CA or MA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
ITWORLD.com	Mktg	Director, Marketing & Strategic Development	CA or MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Mktg	Marketing Communications Specialist	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Mktg	Marketing Support & Product Development Manager	CA or MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Prod	Executive Producer, Email Newsletters	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Prod	General Manager, Virtual Events & Broadband Programming	Southborough, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
ITWORLD.com	Sales	Customer Service Manager	CA or MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Sales	District Sales Manager	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Sales	Sales Manager	CA or MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Sales	Vice President of Sales	Southborough, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Systems	Database Developer (Oracle)	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Web Tech	Executive Producer (Career Webcasting)	CA or MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Web Tech	Web Developer	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWORLD.com	Web Tech	Web Producer (2 openings)	Framingham, MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
Mac Pub	Edit	Product Manager	San Francisco, CA	A. Gore	P: 415-243-3603	F: 415-243-3644
Mac Pub	Mktg	Marketing/Event Coordinator	San Francisco, CA	F. Koe	P: 415-243-3677	F: 415-243-3592
Mac Pub	Prod	Digital Ad Coordinator	San Francisco, CA	C. Neustadt	P: 415-243-3516	F: 415-442-0139
Mac Pub	Sales	Sales and Marketing Coordinator	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Systems	Server Engineer	San Francisco, CA	L. Heiberger	P: N/A	F: 415-267-1742
Mac Pub	Web Tech	Web Production Assistant	San Francisco, CA	J. Cheney	P: 415-243-3541	F: 415-442-0139
NW	Admin	Sales Assistant	Santa Clara, CA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Bus Dev	General Manager Online	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Confer	Event Production Manager	Framingham, MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	C. Spektor	P: 508-820-7548	F: 508-820-9617
NW	Edit	Features Reporter	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Edit	Researcher	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Edit	Reviews Editor	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Mktg	Marketing Communications Manager	Framingham, MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	PR	Public Relations Manager	Framingham, MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Sales	Account Executive	PA or NJ	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Sales	Account Executive	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Manger, Seminars and Events	Santa Clara, CA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Sales	Group Sales Manager	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Network World Fusion Sales Manager	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Sales	Online Account Executive	Framingham, MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NW	Systems	Telecom/Network Administrator	Framingham, MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Systems	Web Software Engineer-Fusion	Framingham, MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Web Tech	Lead Senior Web Software Engineer	Framingham, MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Web Tech	Senior Web Producer - Fusion	Framingham, MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NW	Web Tech	Web Producer	Framingham, MA	E. Hart	P: 508-820-7568	F: 508-820-3340
PCW	Ad Sales	Sales Associate	Rochelle Park, NJ	M. Anthony	P: 201-587-7348	F: 201-712-9786
PCW	Ad Sales	Sales Associate	San Francisco, CA	P. Owen	P: 415-978-3298	F: 415-442-1891
PCW	Art/Design	Senior Designer, Online	San Francisco, CA	R. Kanes	P: 415-978-3333	F: 415-442-1891
PCW	Art/Design	WebDesigner/Graphic Specialist	San Francisco, CA	R. Kanes	P: 415-978-3333	F: 415-442-1891
PCW	Circ	Circulation Administrative Assistant	San Francisco, CA	S. Burke Pecar	P: 415-978-3305	F: 415-882-0936
PCW	Edit	Associate Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco, CA	K. Stein	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Editor	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Editor in Chief	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Executive Assistant, Editorial Dept	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Edit	Executive Editor, Features	San Francisco, CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Senior Associate Editor	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Staff Editor	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Staff Editor, Features	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Exec	CEO, PC World	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
PCW	Mktg	Marketing Administrative Assistant	San Francisco, CA	H. Newman	P: 415-978-3180	F: 415-442-1891
PCW	Rsch	Senior Research Analyst	San Francsico, CA	B. Eichel	P: 415-978-3254	F: 415-974-7404
PCW	R&T	Performance Analyst	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-546-1673
PCW	R&T	Test Manager	San Francisco, CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW	Systems	Application Developer	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
PCW	Systems	Information Systems Specialist (2)	San Francisco, CA	M. Roble	P: 415-978-3233	F: 603-687-4488
PCW	Web Tech	Senior Web Designer	San Francisco, CA	G. Woo	P: 415-267-1756	F: 415-974-7491
PCWorld.com	Edit	Assistant Editor, Features	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-442-1981
PCWorld.com	Edit	Associate Editor, Here's How	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
PCWorld.com	Prod	Lead Producer, Tipworld	San Francisco, CA	D. Fox	P: 415-267-1773	F: 415-974-7491
PCWorld.com	R&T	Test Analyst, On-line	San Francisco, CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCWorld.com	Sales	Sales Coordinator	San Francisco, CA	K. Agrell	P: 415-974-7388	F: 415-442-1891
PCWorld.com	Systems	Application Development Manager	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
PCWorld.com	Systems	Operations Supervisor	San Francisco, CA	M. Turner	P: 415-777-7777	F: 415-267-1758
Publish	Prod	Ad Traffic Coordinator	San Francisco, CA	W. Walton	P: 415-978-3309	F: 415-243-4558
Publish	Sales	Display Advertising Account Executive	San Francisco, CA	W. Walton	P: 415-978-3309	F: 415-243-4558
Publish	Sales	Sales Assistant	San Francisco, CA	L. Pabon	P: 415-978-3287	F: 415-495-2354
The Webby Awards	Web Tech	Webmaster	San Francisco, CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742

IDG Employee Referral Bonus Plan

Keep Spreading the news....



Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to $500*.

- $500* for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200* for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000 Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: _____

**Referral bonus amounts may vary within IDG. Check with your Business Unit's HR Department for details.*

travel update

AXI announces version 4.0 and a 250,000 frequent flyer mile sweepstakes

AXI, the on-line booking tool created by American Express and Microsoft and customized for IDG, has released version 4.0 boasting many new enhancements:

Left-side navigation bar/frame
Travelers can modify requests directly on most screens (instead of having them go back to modify their original request). On some pages, this frame is used to display key information such as the travel itinerary and cost summary.

Seat pinpointer
Graphical seat mapping functionality has been expanded from 12 to 25 air carriers in addition to utilizing DHTML to speed the downloading of images.

Hotel Wizard page
This page has been streamlined to minimize the number of fields required to submit a hotel search request.

Hotel mapping
Improvements made to this feature allow travelers to plot and view individual and multiple hotel locations on maps.

Hotel chain merge
When searching for a hotel, travelers will now find smaller hotel chains listed under the umbrella "parent" company/chain, thus streamlining hotel searches.

There are many other enhancements as well. In addition to the new release, AXI has announced a 250,000 frequent flyer mile sweepstakes. From now until Nov. 24, 1999, each time you book a ticket on AXI Travel, you will be automatically entered to win 250,000 frequent flyer miles. Just sign in, book a ticket and check out AXI Travel.

If you have any questions about AXI Travel, contact **Paul Carlin** at tel: 508-820-8645, fax: 508-820-08620 or e-mail: paul_carlin@idg.com.

American Airlines matches United's negotiated discount program

American Airlines has matched United's upfront discount program and is now offering IDG employees a 15% discount off of all published fares traveling within the U.S. (all states except Alaska), as well as Puerto Rico, the U.S. Virgin Islands and Canada. American is now IDG's preferred secondary carrier.

New airport in Shanghai

A second international airport for the Shanghai region opened in Pudong, the financial district of Shanghai, on Oct. 1 to coincide with the 50th anniversary of the founding of the People's Republic of China. The airport is expecting about a quarter of the traffic of its larger sister, the Shanghai Hongqiao International, which handles approximately 70 to 90 flights a day. The opening is a trial run; there is not yet any information on when routine use of the airport will begin.

Delta adds new international flights

Delta has recently begun daily nonstop flights between Atlanta and the following international cities: Barcelona, Istanbul, Athens and Rome.

United Mileage Plus mile extensions

Under United's new frequent flyer mile policy, if a member earns or redeems miles at least once every 36 months, United will reinstate expired 1998 miles for those who register and take either two paid domestic trips or one paid intercontinental trip round-trip on United, United Shuttle or United Express by year's end. Information regarding above program can be found at http://offers.mileageplus.com/mpw049m or by calling 800-645-4502.

United introduces "Economy Plus"

United Airlines announced it will set aside the front of its domestic economy cabins for its Premier frequent flyers to allow for more leg room and to enable Premier flyers to be more easily visible to the cabin crew. They will reconfigure the first five or six rows of the cabin with four or five more inches of leg room than the standard 31 inches, depending on the aircraft type. Seats in the front section will be available on a first-come, first-served basis to full-fare coach flyers, members of Mileage Plus who attained Premier status or higher, and Star Alliance Gold and Silver passengers.

The reconfiguration should be completed on United's 757 aircraft this month, and on the rest of the domestic fleet by April. It does not apply to the United Shuttle.

OneWorld includes two more

Finnair and Iberia are now part of the OneWorld alliance, which already includes American Airlines, British Airways, Canadian Airlines, Cathay Pacific and Qantas.

American, Reno merger takes effect

On Aug. 30, the American Airlines purchase of Reno Air became a reality, with American acquiring 25 new planes and 23 new routes. A dispute between American and its pilots regarding this deal remains unresolved, though talks continue.

DOT: Airlines must disclose code shares

The U.S. Department of Transportation now requires airlines to inform passengers exactly who will be operating a flight. This is particularly relevant to code share flights, wherein one carrier places its code on tickets that are honored by another, through established agreements.

Amtrak's high-speed trains delayed

The launch of Amtrak's high-speed Northeast Corridor service, Acela, will occur some time next year, rather than in late 1999 as originally expected. Equipment problems have been discovered through testing.

Michelangelo Hotel in NYC added to IDG Hotel Program

The Michelangelo Hotel, situated at 51st Street and Seventh Ave., is the only four star luxury boutique hotel in New York's business, cultural and theater district. IDG's rates are as follows: Superior Room ($285), Deluxe Room ($315) and Executive Room ($345). All rates reflect a savings of $50 off rack, published rate. IDG's rate includes amenities such as complimentary breakfast; 24 hour complimentary use of Fitness Center; two line phones with dataport and voice mail, in-room fax, printer and copier.

IDG Travel Services Director ***Lyndsey Pomella*** *authors this column. She may be reached at lyndsey_pomella@idg.com.*

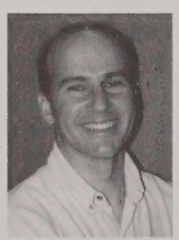
noteworthy people

McConnell

Apostol

Nghi

Boyle


Deck

Foley

IDG WORLD UPDATE PHOTOS

Promotions

PC World Circulation Administrative Assistant **Patrick McConnell** has been promoted to fulfillment coordinator. "Patrick has been an invaluable part of our team, taking on more responsibility and demonstrating an understanding of the many details that go into the fulfillment end of the business," said **Lisa Radler**, senior manager, retention marketing.

Judy Apostol moves from circulation promotions manager at *PC World* to Internet marketing manager. "We in the circulation department have benefited from Judy's hard work and contributions for years – first at *Multimedia World*, then *The WEB* magazine, and finally on the *PC World* new business circulation team," said **David Cobb**, director of circulation operations. "She has been an invaluable resource and a dedicated employee, overseeing our insert card, online, gift and agency new subscription sources."

New employees

IDC's newest client service representative is **Melissa Anne Coonan**. She previously worked as a congressional aide for Massachusetts Congressman Joe Kennedy. She earned a B.A. in history from Worcester (Mass.) State College and teaches citizenship training courses at the Irish Immigration Center in Boston.

Denise Ryan joins the InfoWorld Test Center as editorial assistant. She recently graduated from Fordham University in New York City where she received an M.A. in literature.

InfoWorld has hired **Dale Myers** as a copy editor. Previously an editor of the *Twin Cities Times* for the Marin Scope Newspaper Group. He earned a B.A. in journalism from California State University/Northridge and when away from the office enjoys tennis, surfing and hiking.

After eight years in daily reporting and more than four years in sales of consulting services with the CORE Group and Softec Solutions, **Robin Robinson** is now a senior writer at *Computerworld*'s San Mateo, Calif., office, covering the database and Unix beats. She earned a double B.A. in journalism and economics with a minor in French from the University of Oklahoma and recently rafted Colorado's Royal Gorge when the water was at 3,100 feet.

Hahn Nghi joins IDG Communications in San Francisco as a national accounts manager. She was previously a senior operations specialist with Arthur Andersen LLP. Hahn earned a B.S. in business administration and international marketing from San Francisco State University. Away from the office, she enjoys travel, photography and dining.

Pauline Boyle joins IDG Corporate Human Resources as a benefits analyst, coming from Data General Corp. where she held a similar position. She holds an associate's degree in business administration from Boston's Northeastern University. She also holds her 3 ½ year old daughter as often as possible.

After taking a planned nine-month sabbatical from her job as technology advertising sales representative for *Association Management* magazine to work at her children's school, **Susan Murphy** joins *Civic.com* as Eastern regional manager. She holds a B.S. in business administration from Drexel University in Philadelphia and enjoys spending time outdoors with her family.

Previously an account manager with Productivity Point International, **Maia Benson** is now IDC's new business software account executive based in Mountain View, Calif. She earned a B.A. in political science from Syracuse University in Syracuse, N.Y. and enjoys skiing, soccer and traveling.

Also at IDC West, **Malcolm Maclachlan** is IDC's newest senior analyst for media and e-commerce. He recently worked as an associate editor for TechWeb .com covering e-commerce, portal sites and online music. He earned a masters in journalism from Stanford University in Palo Alto, Calif., and enjoys camping, mountain biking and writing.

The Industry Standard has hired **Lisa Shuchman** as a staff writer in its New York bureau. She previously held a similar title at *The Wall Street Journal*'s Tokyo office. She holds a B.A. in East Asian studies from Wesleyan University in Middletown, Conn., and an M.S. in journalism from Columbia University in New York City. In her spare time she likes travel and the theater.

The Industry Standard has hired **Bernice Bailey** as facilities coordinator. She was previously the office coordinator for TJX Co. in New York. She earned a B.S. in business/management from Stockton State College in Pomona, N.J. and does community-service work in her free time.

Transfers

Computerworld Reporter **Stewart Deck** moves to *CIO*'s Framingham office where he will be a staff writer covering high-level IT and business issues. A graduate of the University of Virginia, he enjoys gardening, barbecue and baseball.

After more than 12 years at *Macworld* where she and her team developed IDG's first computer-to-plate workflow and launched the MacBuy.com site, **Anne Foley** joins *The Industry Standard* as director of operations. She will be responsible for the production, distribution, facilities and the IS departments. Foley worked with the magazine's founding staff on the prototype for *The Industry Standard* and had been a production consultant for the magazine since then.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

13

John Corrigan *Computerworld*

12

Cathy Viox *Computerworld*

10

Ginny Pohlmann *IDG*
Scott Tanner *IDG Central Services*

9

Donna Kent *InfoWorld*
Andrew Gore *Mac Publishing*

8

Stephen Hendrick *IDC*
Yumiko Kajimaru *IDG Japan*

7

Tim Luddy *PC World*
Jim Farley *IDC*
Maria Lindström *IDG Sweden*

6

Carolyn Johnson *IDG*
Kent Persson *IDG Sweden*
Peter Haberman *Mac Publishing*

5

Keith Waryas *IDC*
Joanne Johnson *IDC*
Christine Bailey *IDG Books*
Diana Conover *IDG Books*
Charles Helliwell *IDG Global Solutions*
Sharon Sanderson *Mac Publishing*

4

Aimee Guillette *IDG*
Stephanie Hutchison *IDC*
Sean Kaldor *IDC*
Christine Meloy Beck *IDG Books*
Kimberly Neumann *IDG Books*
Jessica Larsson *IDG Sweden*
Sara Culley *Mac Publishing*
Linda Comer *Mac Publishing*
Dave McAferty *The Industry Standard*

3

Arden Port *IDC*
Nash Werner *IDG Games Media Group*
Roger Valdez *IDG Games Media Group*
Alice Curran *The Industry Standard*

2

Juan Perez *IDG News Service*
Andrea Duksta *ITworld.com*
Brian McDonough *IDC*
Andrea Denny *InfoWorld*
Linda Yung *IDC Hong Kong*
Chaz Dumas *IDG Books*
Catalin Dulfu *IDG Books*
Lauren Zeiger *IDG Books*
Anders Dacke *IDG Sweden*
Vince Bielski *The Industry Standard*
Cheryl Lucanegro *The Industry Standard*

1

Roger Valdez *IDG Games Media Group*
Doreen Robinson *Computerworld*
Doug Gray *IDG News Service*
Nicole Drew *IDG List Services*
Ekapat Chareonlarp *IDG Global Solutions*
Simon Russell *IDG U.K.*
Jennifer Berger *InfoWorld*
Kristine Korrop *InfoWorld*
Lynn Dinn *IDG Books*
Carina Nilsson *IDG Sweden*
Janis John *IDG Global Solutions*
Susan Bishop *IDG Global Solutions*
Rikke Page *IDG Global Solutions*
James McCloud Mejino *The Industry Standard*
Jim Evans *The Industry Standard*
Maria DeLao *The Industry Standard*
Michelle Jones *The Industry Standard*
Dave Skaff *The Webby Awards*
Maya Draisin *The Webby Awards*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

European Online Meeting
Oct. 28-29
Budapest, Hungary
Contact: Victoria Anderson, IDG Global Web Support Center
anderson@supportcenter.com
Jill Hourston, IDG.net
jill_hourston@idg.com

European Storage Symposium
Nov. 3
Munich, Germany
www.idc.com/events/ess99

Computerworld's Technical Recruiting and Retention Conference
Nov. 8
Atlanta
Contact: Price Lampert Associates
800-488-9204

Computerworld's Technical Recruiting and Retention Conference
Nov. 15
Redwood City, Calif.
Contact: Price Lampert Associates
800-488-9204

The European IT Banking Forum
Nov. 29-30
Milan, Italy
Contact: IDC Italy
www.idcresearch.it/forum/banking99/index.html

Trends in the Latin America Business Wireless Market
Dec. 1
Coral Gables, Fla.
Contact: IDC Latin America
305-267-2616
www.idc.com/events

Asia/Pacific IT Forum
Jan. 23-25
Singapore International Convention and Exhibition Center
Contact: Mike Cleary, IDC Australia
mcleary@idc.com
www.idc.com/sgAPITF

The Eighth Annual Enterprise Value Retreat and Awards Ceremony
Jan. 30-Feb. 2
A CIO event
Tuscon, Ariz.
www.cio.com/conferences

celebrating 10!

(From left): ***Klavs Andersen, Lene Sekjaer, Birte Matsen, Lotte Davidsen, IDG Denmark Managing Director Preben Engell, IDG Chairman Pat McGovern, Karen Rokkedalh, Lars Østermann, Kirsten Hojrup*** *and* ***Lore McGovern*** *pose outside the IDG Denmark office prior to enjoying a celebratory 10th anniversary luncheon in Copenhagen.*

IDG Chairman **Pat McGovern** and his wife Lore visited the IDG Denmark office last month. While there, they hosted a luncheon for eight IDG Denmark employees who were celebrating 10 or more years of service with the company.

Klavs Andersen is a journalist with responsibility for *Computerworld Danmark*'s technology section. He joined IDG in December 1985 and enjoys music and reading outside the office.

Lene Sekjaer is a graphic artist and journalist for *Computerworld*. She joined IDG in November 1985 and is an avid gardener and intrepid traveler.

Birte Matsen works as a journalist and translator at *Computerworld*. Previously assistant to a producer at Denmarks Radio, Birte joined IDG in January 1989. Among her many hobbies is bird watching.

Lotte Davidsen is a journalist at *Computerworld*. She joined IDG in April 1988. She has three small children and in her spare time, she enjoys singing, sewing and knitting.

Jens Jorgen Krag Hansen (not pictured) is a copy editor at *Computerworld* and joined IDG in September 1986. A self-described "computer nerd," Jens enjoys fishing and fast cars.

Karen Rokkedahl is a subscription assistant for IDG Denmark. Prior to joining IDG in 1989 she was a nursing assistant. Karen enjoys swimming, sewing and reading.

Kristen Hojrup is a sales coordinator at *PC World Danmark*. She joined IDG in April 1989 and spends her free time horseback riding and fishing with her husband and little boy.

Lars Østermann is a sales consultant for *Computerworld* and *it-branchen*, IDG Denmark's new channel magazine. He joined IDG in September 1988 from another publishing house. He and his two teenage sons are avid soccer fans and fishermen.

THE BORN LOSER® by Art & Chip Sansom

THORNAPPLE, I'D LIKE TO SEE THE NEW PRODUCT MOCK-UPS. BRING THEM IN TO ME.
GET THEM YOURSELF!
PERHAPS THAT ASSERTIVENESS TRAINING SEMINAR I SENT THE STAFF TO WASN'T SUCH A GOOD IDEA!
Art/Chip 9-16
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Ten years ago this month...

- IDG's Conference Management Group produces CD-ROM Expo '89 In Washington, D.C.

- IDG's Canadian publishing joint venture changes its name from Page Computer Publishing Inc. to Laurentian Technomedia Inc, the name it continues to use.

IDG **WorldUpdate**

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Publisher
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Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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IDG helps organize China's largest international IT show to date

China Hi-Tech Fair/ComNet Shenzhen '99 attracts more than 400,000 visitors

IDG Chairman ***Pat McGovern*** *(front left) applauds as China's Premier Zhu Rongji addresses the crowd at the show's opening ceremony. Earlier, the premier took a special VIP tour of the show floor.*

China's largest international technology show, co-organized by IDG World Expo (Asia) Ltd., attracted more than 400,000 visitors including top industry executives and senior Chinese government officials. The first China Hi-Tech Fair/ ComNet Shenzhen, held in the newly constructed China Hi-Tech Fair Center Oct. 6-10, featured more than 250 exhibitors from around the world. On display were the latest advancements in computer hardware and software, networking and telecommunications. A special digital technology pavilion featured the newest digital telecommunications, imaging and entertainment products .

ComNet Shenzhen, the latest iteration of IDG's two-decade-old telecommunications event, featured a conference track that included some 30 sessions focusing on e-commerce, networking, telecommunications and enterprise solutions

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Industry Standard's Net Returns explores Internet-related business challenges

The Industry Standard recently concluded its second in a series of conferences designed to examine the business challenges facing today's Internet executive.

Industry Standard staffers take a break at Net Returns 2000. Front row (L-R: ***Frank Rose***, ***Robert Jones***, ***Gerry Kiernan***, ***Kerry Zeida***, ***Sacha Lien****. Back row:* ***Greg Liccardi***, ***Liz Kafka***, ***Cheryl Lucanegro*** *and* ***Marsha Bowers****.*

Net Returns 2000, held Sept. 29 to Oct. 2 in Aspen, Colo., brought together 550 high-level Internet business strategists from both 'bricks-and-mortar' and 'dot-com' companies to network, exchange ideas, discuss best practices and debate the future of the industry. Sessions explored the impact of the Internet in major industries — such as telecommunications, health care and chemicals — and corporate functions, such as human resources, information systems and accounting.

To ensure a high-level of exchange, Net Returns 2000, like *The Industry Standard*'s previous conference, Internet Summit 1999, was an invitation-only event, drawing attendees from companies as diverse as The Gap and E*Offering.

An opening-day roundtable discussion called, "What it is about the Internet that keeps business executives up at night?", and led by *Standard* Editor-in-Chief **Jonathan Weber**, tackled a

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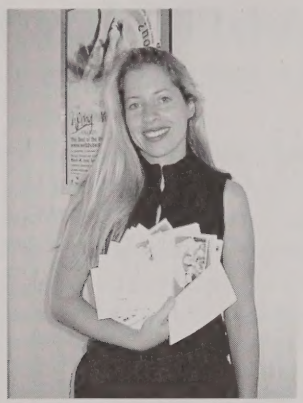
in brief newsworthy

Webby Awards invitation wins graphic design award



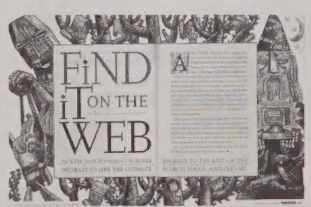
*Webby Awards President **Tiffany Shlain** displays the winning invitation, which she designed.*

The hottest ticket in town is now the best ticket in town according to the American Graphic Design Awards, which selected the 1999 Webby Awards invitation as a winner in its Invitation category. The unique, index-card-sized, 17-page invitation was designed by The Webby Awards President **Tiffany Shlain**. WU

PC World's art department takes home honors

Sometimes lightning strikes several times in a row. For the fourth time in five years, *PC World*'s art department has won a place in the prestigious West Coast Show for the opening spread of its June 1999 feature "Find It On The Web." The layout was designed by **Carolyn Perot** and illustrated by Richard Downs. The show is sponsored by the West Coast Art Directors Club and features work from the Western U.S. states, Alaska, British Columbia, and Hawaii. *PCW* was chosen from a field of more than 2,000 entries this year. *PCW* also had two pieces accepted into this year's Print Design Annual, a juried contest that publishes a book of the winning entries. *PCW*'s artwork included "The Trouble Free PC," designed by **Tim Luddy** and illustrated by Bryan Lester, and "Windows Headaches," designed by **Kate Godfrey** and illustrated by Ross MacDonald. Winners were selected from nearly 35,000 entries. WU

*Above: PC World's **Carolyn Perot** and (below) the winning spread she designed.*



*Members of PC World's art department:(L-R): **Barbara Adamson, Kate Godfrey, Marlene Tobias, Tim J. Luddy, Robert Kanes** and **Robin Briskin**.*

China Hi-Tech

continued from page 1

*IDG Chairman **Pat McGovern** officiates at last month's ComNet Shenzhen Conference.*

*IDG Chairman **Pat McGovern** is surrounded by reporters during the China Hi-Tech Fair held in Shenzhen.*

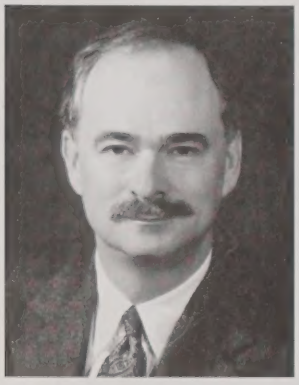
*Hong Kong Government Secretary for Finance Donald Tsang speaks with IDG World Expo Managing Director **Gary Fung** (left).*

among others. IDG Chairman **Pat McGovern** and China's Vice Minister of Science & Technology Lui Xinqwei served as hosts. Among the notable keynote presenters were Nobel Prize winners Horst Stormer and Steven Chu.

Co-organizers of the event were the Ministry of Foreign Trade and Economic Cooperation PRC, Ministry of Science and Technology PRC, Ministry of Information Industry PRC, China Academy of Sciences and Shenzhen Municipal Government. WU

Q and A

David Hill
The president and CEO of IDG International Publishing Services is this week's columnist.



IDG International Publishing Services at-a-glance

Location Boston

Established 1986

Employees 44

Mission To produce high-quality products and services that make the rest of IDG more successful.

Products/services IDG News Service, IDG Licensing Services, IDG World Update, PC World Latin America, IDG Online Directory

Recent accomplishments Found a new publishing partner in Lebanon; filled IDG publications and Web sites with news coverage from Telecom 99 in Geneva; and organized the 1999 Employee Photo Contest and calendar.

Q What is IDG International Publishing Services and what does it do?

A IPS is a a group of products and services that aim to make the rest of IDG more successful. The IDG News Service delivers all manner of editorial content, both text and graphics, to IDG publications worldwide. IDG Licensing Services finds partners to produce IDG products around the world and serves their needs. *IDG World Update* tries to tie together a decentralized company with news about our people and information about best practices around the company. PC World Latin America in Miami produces editorial and advertising pages in Spanish that are the core of the 10 *PC World* editions in Latin America. And we do other odd jobs for the benefit of all IDG, ranging from maintaining the IDG Online Directory to producing the annual IDG Employee Photo Contest and calendar.

Q Why would IDG choose to license a title in a particular country as opposed to launching its own subsidiary operation?

A Licensing has allowed IDG to expand the reach of IDG titles much more rapidly and thereby serve our customers better. Local entrepreneurs who own the publications watch over them closely on a day-to-day basis. That means far less management time from IDG and faster expansion. This has served our customers well, because they can reach far more IT buyers all over the world through IDG than through any other company. Who else can offer publications in Malta, Nepal, Morocco, Bangladesh, Lebanon and Zimbabwe?

Q Do we ever license titles in a country where we already have an existing subsidiary operation?

A Occasionally an IDG subsidiary will decide that it does not want to expand into certain areas of IT publishing. If an outside company is interested in filling that niche in partnership with IDG, we will consider them for a license. Such situations take special effort to make sure the market is not confused about who represents IDG.

Q How do you and your staff go about identifying new licensees?

A Finding new partners for IDG is equal parts of research and "gut feel." Sometimes companies come to us. Sometimes we go looking for them. We do the usual research into financial stability, publishing experience, market knowledge, etc. Then we go to meet them. Is this an organization that fits with IDG's entrepreneurial culture? Is it a high-energy environment? Are they dedicated to quality? Is the rest of IDG going to enjoy working with them?

Q Do you have any minimum market size requirements that must be met before you will consider licensing in a particular country?

A Whether a national market can support an IT titles depends on many factors ranging from population to economic development and adoption rates for technology. There are countries today with populations of 100 million that do not have a local IT publication. Yet Iceland, population 260,000, has a successful edition of *PC World*. We will license a title almost anywhere there is an entrepreneur who can convince us that an IT publication or Web site will succeed.

Q How do we ensure "quality control" among our licensees?

A It is interesting to note that quality control has almost never been as issue with our publishing partners. There is tough language in all our licenses that gives IDG strong oversight ability and the right to object to any content we find objectionable or inferior, but I cannot remember the last time we had to call anyone to task. The key is finding the right partners in the first place. Good publishers know that poor quality does not succeed. We seldom need to remind them.

Q How much traveling do you and your staff do on behalf of IDG's licensing activities each year?

A Both I and Vice President of Licensing **Tim Clarke** spend many weeks each year visiting our current partners as well as developing new partnerships. [IDG Chairman] **Pat McGovern** tells people I travel 250,000-300,000 miles per year, so it must be true! I have never counted. Publishing partnerships are a relationship business, and it is important to visit people, see their operation, meet their staff and share the know-how that is developed in the rest of the company. Our extraordinarily low turnover in partners would seem to indicate this approach works.

David Hill may be reached at david_hill@idg.com.

Net Returns

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range of topics. Established companies expressed concern that spinning off dot-com start-ups would amount to "eating their young" or threatening their existing operations. Still, panelists acknowledged that launching an Internet start-up from within could ultimately save their business. "If someone is going to cannibalize our business, it may as well be us," said Dan Nordstrom, CEO of Nordstrom.com.

Government regulation of the Internet economy was also a hot topic, with a majority of panelists responding "Not at all" to the question, "How involved should the government be in the Internet economy?" The exception was deregulating broadband Internet access currently controlled by communications giants such as AT&T.

As for what might happen if Internet stocks plummet, most panelists were steadfast in their faith in an online world. "[A major downturn] would weed out the marginal players," said Bert Ellis, chairman and CEO of iXL Enterprises, Inc. "If the whole ocean goes down, we all go down together. But this business will not go away."

"If the whole ocean goes down, we all go down together. But this business will not go away."
— Bert Ellis, CEO, iLX Enterprises

Net Returns 2000 looked at Internet industry issues using four different session styles.

• **Keynote Speakers** discussed how the Internet economy is changing the way business has been done for the last 200 years. Featured speakers were Jim Clark, founder, chairman and CEO of MyCFO.com and founder of Silicon Graphics, Inc., Netscape and Healtheon; Joe Nacchio, chairman and CEO of Qwest Communications; and Stan Lee, founder and chairman of Stan Lee Media, Inc.

• **Critical Path panels** on technology integration, financing, human capital and more discussed the roadblocks companies face in creating a successful Internet strategy.

• **Dot-Com Faceoff sessions** showed how executives of a particular industry segment, including utilities, financial services and transportation, deal with the changes wrought by the unpredictable natured of E-business. In the retail segment, for example, several panelists said they were steering away from large portal partnerships. These partnerships, they noted, can lead to brand dilution, which in turn can lead to a loss in brand equity and cachet. Attendees at this segment, and at all other Net Returns sessions, could register their responses to a number of questions using handheld voting devices. (As to whether portal deals were worthwhile, 73% of the audience voted no, and 27% voted yes.)

Industry Standard employees enjoy a Colorado Rocky Mountain high. Front row (L-R): ***Alice Curran***, ***Blake Kahan***. *Middle row:* ***Renee Swee-ney***, ***Sacha Lien***, ***Jackie Cohen***. *Back row:* ***Anne O'Neil***, ***Ann O'Hara***.

• In the **15 Minutes of Fame segments**, E-business executives shared tips on how to succeed based on the history of their companies' growth. Chuck Davis, president of the Buena Vista Internet Group, noted that E-commerce is not as much about brand, price or other marketing and financial concerns, as it is "about the consumer." Davis said the best sites share five important traits: ease of use, accuracy of orders, strict privacy and security, outstanding service and the mantra 'The customer always comes first.'

Nineteen corporate sponsors supported Net Returns 2000. In addition, the event included an "Enabling Technologies Forum" outside the main meeting hall where 14 new and emerging Internet companies presented their products and services to attendees.

"We have received tremendous feedback about the content and the quality of the event," said **Jill Short-Solomon**, senior conference manager at *The Standard*. "In addition to a stronger sense of community, I believe attendees left with new knowledge, new partnerships and a revitalized sense of purpose."

For more information about Net Returns 2000 or any of *The Standard*'s other conferences and events, contact **Amanda Lawatsch**, conference marketing manager, at 415-617-4128 or amandal@thestandard.com.

WU

Please pass the Nytol

During Net Returns 2000, *The Industry Standard* produced a daily newsletter with industry news briefs and coverage of the previous day's events. A "Question of the Day" feature explored attendees' thoughts, including:

What is it about the Internet that keeps you up at night?

- "Optimal organizational structures."
- " 'Dot-comming' ourselves before someone else invades our space."
- "Regulated minds existing in a deregulated environment."
- "Losing the people we know and trust to our own dot-com division."
- "AOL."

What's next

Upcoming conferences from *The Industry Standard*:

iB2B
March 22-24, 1999
Boca Raton, Fla.
Boca Raton Beach Club and Resort

Net 21 Honors
April 5-6
New York, N.Y.
Millennium Broadway Cipriani

Global Summit
May 22-24
Barcelona, Spain
Hotel Arts

iDeals
June 8-10
Telluride, Colo.
The Peaks

Summit 2000
July 15-18
Laguna Nigel, Calif.
Ritz-Carlton

Net Returns 2001
September 6-9
St. Regis Hotel
Aspen, Colo.

Job Opportunities – Week of Monday, November 1, 1999

Intern, IRS/CIA (IDC)
The Investment Research Services / Custom Information Access team has an internship opportunity available for a self motivated individual to work on a variety of projects. The main responsibilities include contacting clients to determine key client contact information and assisting the team in fulfilling clients' inquiries. The ideal candidate should have strong PC and communication skills. ***Location: Framingham, MA***
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Latin America (IDC)
This position will involve the development of a new analyst training and new employee training binder. This person will also do a market research competitor analysis. Desired background - marketing experience, organizational behavior, and ability to speak some Spanish and/or Portuguese. ***Location: Mt. View, CA***
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Service/Outsourcing (IDC)
The individual in the position will develop a series of IDC profile bulletins for upcoming report in Business Process Outsourcing (BPO) areas. The candidate will transform unformatted survey responses into detailed IDC bulletin profiles using IDC templates. Emphasis will be on composing detail-oriented yet succinct and effective market research documents. Qualifications include strong writing skills, strong organizational skills, and an ability to meet deadlines. ***Location: Framingham, MA***
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Intern, Smart Handheld Devices (IDC)
Assist Smart Handheld Devices research group with newsletter and research creation, covering the smart handheld device market (Palm Pilot, Windows CE devices, smart phones, etc.). Responsibilities include story collection, writing, formatting, and electronic distribution of bi-weekly newsletter, working with spreadsheets, and aiding team with quarterly data collection. Heavy PC use required. Candidate should enjoy learning about and using new mobile handheld technology such as PDAs, pocket organizers, etc., be energetic, and enjoy working in a highly dynamic team environment. ***Location: Framingham, MA***
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Research Analyst, Primary Research & Market Models (IDC)
IDC is seeking a Research Analyst who will be part of a small, fast-paced, collaborative team that conducts primary market research on IT in support of various ongoing research programs. The successful candidate will have familiarity with most phases of a primary research study (project conception, instrument design, field management and data analysis) and have an interest in developing greater skills in all phases, especially project management. Good communication skills and the ability to work on multiple projects simultaneously are required. Prior academic study of, and familiarity with, research techniques is preferred. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Consulting Director, Software (IDC)
IDC is looking for a Consulting Director to work with IDC sales, software industry analysts, international offices and contractors to develop and manage market research, consulting and White Paper projects. Clients will include leading and emerging software and systems vendors in USA, Europe and Asia. The Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Consulting business, including development of new practice areas. Key skills and qualifications include relationship building and client handling, client service commitment, analytical thinking, creativity, team building, project management, as well as written and oral communications. Confidence presenting to groups is a must. Familiarity with qualitative and quantitative research methodologies and/or market modeling a plus. Knowledge of the software industry and key solution and application software product markets (ERP, CRM, SCM, -business, business intelligence, knowledge management) is highly desirable. 5 years experience in market research or consulting required. Experience with consulting firms' or vendors' marketing, research, strategic planning or market/competitive intelligence departments is preferred. BS required, MBA or equivalent beneficial. Ongoing training in business concepts, professional skills and analytic techniques will be encouraged. This position also requires some travel. ***Location: either Framingham, MA or Mountain View, CA***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Client Service Representative, Internet/eBusiness Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. ***Location: either Framingham, MA or Mountain View, CA***
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Tax Accountant (IDG)
This position's primary focus will be to ensure company Sales and Use tax compliance. Responsibilities include: preparing and filing sales tax returns for the IDG US Group, researching the taxability of company products, registering companies with appropriate tax authorities, preparing and filing property tax returns and other miscellaneous returns, assisting in the year-end provision work, and assisting in the preparation of the Federal and State income tax returns. The ideal candidate will have solid oral and written communication skills; knowledge of MS Excel, Word, and CCH research products; an Associates Degree in Accounting or Finance, working toward a BS in either field; and have at least 3 years of relevant tax experience.
Location: Framingham, MA
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_moloney@idg.com

Payroll Administrator (IDG)
Reporting to the Payroll Manager, the individual in this position will be responsible for HR payroll administration. Responsibilities include working with divisional Human Resources staff on the administration of compensation, benefits, and personal information changes/transactions. Prior experience in human resources, payroll administration, processing or accounting would be helpful. Excellent customer service and organizational skills necessary along with familiarity with Excel and PeopleSoft and the ability to work in a very fast paced team environment. ***Location: Framingham, MA***
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_moloney@idg.com

Sr. Human Resources Representative (IDG)
IDG Human Resources is looking for a Sr. Human Resources Representative to work with managers and employees on all levels of the human resource function in specified client groups. In this role you will work closely with the client groups, in a holistic manner, as the primary contact for employee relations, organizational design/dynamics, compensation, and recruitment & retention. Requires 5 -7 years HR generalist experience and a Bachelor's degree or equivalent. Key skills include the ability to maintain collaborative relationships in addition to strong interpersonal, problem resolution, negotiation, and written/verbal communication skills. Ability to work on PC with Microsoft Windows programs or equivalent also required.
Location: San Mateo, CA
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Paralegal (IDG)
We are seeking an experienced Paralegal who will be responsible for handling US and worldwide trademark services and applications, maintaining the trademark database and reports, and corresponding with outside trademark counsel. Ideal candidates will possess a minimum of 2-3 years' experience with trademark filings and administration. Excellent computer database, organizational, and follow-through skills essential. Strong attention to detail also required.
Location: Framingham, MA
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_moloney@idg.com

Office Assistant (IDG Communications)
The candidate for this position will be responsible for providing overall clerical and administrative support. Responsibilities will include answering phones, assisting with general office procedures, distributing mail, ordering, purchasing and tracking office supplies, and some day to day financial duties, i.e. coding and processing invoices. The ideal candidate must have excellent verbal and written communication skills, strong interpersonal skills, be extremely resourceful, detail-oriented, and organized, and have strong PC skills (MS Word, Excel, and email). ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

Technical Support Specialist (IDG Global Communications)
The Technical Support Specialist will provide software and hardware support for IDG Global Communications End-User Support service customers. Responsibilities include software and hardware systems and system configurations including upgrading, troubleshooting, and fixing software and hardware problems on both PC and Mac systems and their peripherals for both desktops and laptops. This person is also responsible for supporting all printers. This will include first-line troubleshooting for all WAN/LAN problems. This person will work closely with the Help Desk Coordinator and two other Technical Support Specialists in order to assist in providing professional, efficient service to our customers. Candidates should have 3-4 years' hands-on PC end-user support. Must have an in-depth knowledge of Win95, System 8, and NT. Must have a working knowledge of MS Office and Lotus Notes. This person should have excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multi-task, and above all, have a desire to work in a fast-paced challenging environment.
Location: San Mateo, CA
Contact: D. Garza, Fax: 650-524-5700, Phone: 650-524-5701, Email: resumes@infoworld.com

Editorial Assistant (IDG/B)
Frommer's Travel Guides, part of Books Consumer Reference Group, known for best-selling book brands such as ...For Dummies and Cliff Notes, seeks an energetic and "can do" Editorial Assistant to join the Frommer's editorial team in our New York office. This is an excellent entry-level opportunity to learn the 'ins' of publishing. Apply only if you are attentive to detail, have editorial sensibilities, excellent communications skills, are a self-starter and can work independently. Some tasks include scheduling, reviewing, tracking, coding and paying invoices, and author communication. At least one year of office experience necessary, as well as MS Word and Excel. ***Location: New York, NY***
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Graphics Assistant (IDG/B)

The Graphics Assistant for Editorial supports the team by processing graphics submissions, formatting text, interfacing with production processes, and performing general editorial and administrative tasks as assigned throughout the production cycle. Must possess excellent organizational, time management, communication, and problem solving skills. College degree and graphics experience on both PC and Mac platforms required. Previous publishing experience a plus.
Location: Indianapolis, IN
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

Reprint Editor (IDG/B)

The Reprint Editor facilitates the incorporation of corrections and changes into books that are going to print. Also includes editing at the text level, reviewing books for consistency, and interfacing with Production staff. Requirements include project and time management skills, college degree in a related field, excellent communication skills, and strong teamwork orientation.
Location: Indianapolis, IN
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

Manufacturing Coordinator (IDG/B)

The Manufacturing Coordinator will manage the very successful Frommer's Travel line of books. Reporting to the Manufacturing Director, the coordinator will be responsible for estimating, writing purchase orders, coordinating schedules and materials, and interfacing with design, editorial and sales staff as well as managing outside printers. Requirements are 2+ years' book production experience and strong math and communication skills. College degree preferred. Candidate must be highly organized, detail oriented and able to work independently. Knowledge of MS Office required. ***Location: New York, NY***
Contact: M. Aguirre, Fax: 212-654-4731, Phone: 212-654-8504, Email: cajobs@idgbooks.com

Web Programmer (IDG/B)

The Web Programmer will maintain existing functionality (CGI, JavaScript, Cold Fusion, Verity, EZMLM mailing lists) in the site as well as code new features. This position will also develop graphical user interface to databases of content and product information. Thorough documentation and optimization is also required. The Web programmer will also create tracking mechanisms and generate reports; test functionality on all browsers, de-bug, and solve problems pro-actively. Additional responsibilities include developing applications required for business solutions, and keeping current with emerging technologies and competing products. Requirements: Degree in CS or MIS. 1-2 years of demonstrated web programming and 2-3 years of demonstrated database development experience desired. Candidate must have excellent problem-solving/algorithm skills, experience in SQL, Oracle, MS SQL Server, MS Visual Basic and Visual C++, CGI, Cold Fusion (or equivalent), HTML, Java, JavaScript. 1 year of UNIX experience required, preferably Solaris. ***Location: New York, NY***
Contact: M. Aguirre, Fax: 212-654-4731, Phone: 212-654-8504, Email: cajobs@idgbooks.com

Editorial Events Producer (ITworld.com)

ITworld.com is seeking an Event Producer to join its expanding Virtual Events Group, to produce and oversee all aspects of editorial focused web-based seminars, events and on-demand broadband content. This individual will report to the Editorial Director of ITworld.com and will be responsible for all aspects of event production including working with presenters on content development, event coordination, working with cross-functional teams on audience development, etc. The Event Producer will also work closely with our partner business unit editors to develop content and event ideas. Qualified candidates should have well-rounded editorial experience, conference or seminar development background and video/multimedia knowledge. Individual must have a proven track record overseeing a wide variety of production details with internal and external resources. Strong knowledge of the Internet and Information Technology is preferred in order to help shape the content of these events.
Location: Southborough, MA
Contact: C. Claflin, Fax: 508-820-3340, Phone: 508-820-7561, Email: hotjobs@nww.com

Design Associate (Mac Pub)

Mac Publishing is looking for a Design Associate to become part of the Macworld editorial design team. The successful candidate will have at least 2 to 3 years of experience in print design and production. He/she must be fluent in QuarkXPress, Adobe Illustrator and Adobe Photoshop on the Macintosh. We're looking for someone who is detail-oriented, organized, and able to work effectively with editors and designers to create high-quality layouts and graphics on tight deadlines. Experience working with photographers and illustrators is a plus. ***Location: San Francisco, CA***
Contact: E. Leishman, Fax: 415-442-0766, Phone: 415-243-3639, Email: eleanor_leishman@macworld.com

Director of Marketing (Mac Pub)

The Director of Marketing will be responsible for developing, leading, and executing the marketing strategies for Mac Publishing. Responsibilities will include building and maintaining the company's relationship with the Mac community, representing the company in public forums, developing new revenue streams, creating branding campaigns and sales tools, managing outside vendor services and ad agencies, and directing tradeshow and events presence. The ideal candidate must be a creative and innovative team player with a minimum of 5 years of senior, industry-related marketing experience, have strong contacts within the technology advertiser and agency communities, and have a thorough understanding of the Mac market. In addition, he/she must have excellent verbal, written, organizational and interpersonal skills, experience with primary and secondary research, and a proven track record with managing and running a successful marketing department. Solid skills in graphics applications, i.e. Quark, Illustrator, and Pagemaker are a plus. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

Web Producer - Fusion Editorial (NW)
Network World's online editorial tam is looking for a Web Producer with strong organizational skills and an eye for detail to help maintain and expand the news and resource sections of our site. Responsibilities include posting articles and related graphics and tables on a daily basis, maintaining index pages, and assisting with the production of online sections to accompany our special print issues. The Web Producer will also have a role in boosting our multimedia efforts. HTML experience, including building tables and forms, and the ability to work under daily deadlines required. Experience with streaming media a plus. Strong organizational skills and ability to pay attention to details a must. Ability to work independently and in a team required. Opportunity for growth. ***Location: Framingham, MA***
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Performance Analyst (PCW)
The individual in this position will develop and perform tests and analyze results for a broad variety of PC hardware and products in the PC World Test Center. Qualified candidates should possess a thorough understanding of PCs and Windows technologies. Knowledge of modem, printer, monitor, or graphics hardware technologies preferred. Experience in a PC hardware and business software environment necessary. Excellent communication skills required; team player. Performance measurement and benchmarking experience a plus. Candidate should have a bachelor's degree or equivalent experience.
Location: San Francisco, CA
Contact: J. Milenbach, Fax: 415-546-1673, Phone: 415-267-1790, Email: julian_milenbach@pcworld.com

Editor in Chief/Editor (pcworld.com)
Reporting to and receiving guidance from the Editorial Director, the Online Editor in Chief/Editor will be responsible for defining and managing the overall mission, content, and look and feel of PC World's Web site (pcworld.com). He/she will set and enforce standards for editorial excellence, ensure that content meets the changing needs of readers/users, improve the site's competitive position, and manage departmental resources, including staff and budgets. He/she will define and develop Web versions of print material and original Web content, including new media elements, and will work closely with the EIC of PC WORLD magazine to identify and implement editorial elements that create synergy between the print publication and the Web site. Candidates should combine excellent management skills with top-notch writing and editing skills. A minimum of five years' senior editorial management along with demonstrated ability in motivating and managing workgroups and bringing complex projects in on deadline is required. Applicants should have a comprehensive, in-depth knowledge of the PC market, extensive industry contacts, and the knowledge or willingness to learn HTML or other tools required for working in this medium.
Location: San Francisco, CA
Contact: P. Lemmons, Fax: 415-442-1891, Phone: 415-267-1776, Email: phil_lemmons@pcworld.com

IDG France launches portal site

Offers qualified users free Internet access, e-mail, Web page

Like the nearby Arch d'Triomphe, IDG France is building its own gateway to its portfolio of IT publications.

Launched last month, IDGWeb.net offers subscribers free Internet access, free-mail and 25MB in which to create a personal Web page. According to Group Business Development Manager **Nenad Cetkovic**, this is the first step in an Internet strategy to create the first "virtual" qualified IT community in France.

The target audience is "all of the readers of our magazines or anybody who is surfing on our sites. All we require them to do is fill out a qualification form and list their job title, size of their company, their investment in IT products, what news they're interested in, etc.," Cetkovic said. Qualification forms can be found in IDG France publications or online at any of the publications' sites.

"To qualify," Cetkovic noted, "we ask them about their position in their company, the size of the company, their investment in IT products, their interests in terms of news, etc. Very classic!"

"This is the best way for us to be sure that the vast majority of our audience can access our Web sites and benefit from our future editorial projects, some of which will be Web-only."
-- Nenad Cetkovic, IDG France

After qualifying, a subscriber will receive a software kit that will configure the user's browser to connect directly to the future portal of IDG France, which will be implemented by the end of the year and offer links to the business unit's publications' sites. (Until the portal is up and running, subscribers will be directed to a major IDG France publication site, such as *Le Monde Informatique*'s or *InfoPC*'s.) The portal site will also offer customized services and editorial content, such as electronic newsletters from IDG France publications, and a Help desk. The software kit will come with state-of-the-art Web tools and will be available for Windows 3.x/95/98/NT, Linux and the Macintosh.

IDG France's *PC World* book, *InfoPC*, currently offers a weekly IT news newsletter and its *Network World*, *Reseaux & Telecoms*, provides a specialized newsletter focusing on networking.

Among the Web tools will be newsreaders, FTP and e-mail tools, "plus," Cetkovic said, "some extra utilities like Keeboo, which is a great software product that is a kind of virtual library in which you can create books and store Web pages to read later or consult off-line."

Cetkovic said that although it's a free offer it will offer the same quality of service as paid sites. "There are a lot of free-Internet-access offers on the market. But people have a lot of confidence in our magazines and brands, and today on the Web confidence is key. This is the best way for us to be sure that the vast majority of our audience can access our Web sites and benefit from our future editorial projects, some of which will be Web-only," Cetkovic said. "It will also give us direct access to these qualified users for a lot of marketing and editorial studies."

The offer was made possibly through a partnership with 9 Telecom, Telecom Italia's French subsidiary. "9 Telecom is very enthusiastic about this," Cetkovic said. "France Telecom still dominates the local telecom market, and 9 Telecom is one of their most active competitors. For them, it's a chance to evangelize their services to high-level IT decision makers, so they helped us create this offer at a very low cost for us."

According to Cetkovic, this is a "win only" project. "We will have a qualified database of subscribers that we can use to develop our interactive products, and we establish more of the IDG brand online. Nothing bad can come of that!" WU

Varied approaches

Readers' needs, local telecom regulations and available resources play a role in whether IDG's business units offer free e-mail and Internet access through a portal site.

"All our customers are IT specialists who have Internet access and e-mail. But it would be a good idea for end users, students, and target groups." – **Gregor Malischnig**, Online business manager, IDG Austria

"We don't have the system or resources in place to handle this service. Also, we do not get a commission from the telecom companies." – **Lars Egil Saetrang**, New media manager, IDG Norway

"IDG Sweden offers free e-mail, and we are planning to offer free Internet access with an ISP." – **Gunnar Andersson**, sales manager, IDG Sweden

"We've thought about [offering free e-mail] but we'd be in direct competition with the free ISPs, some of whom are advertisers." – **Sarah Smith**, online editor, *PC Advisor, U.K.*

"We thought about providing free e-mail and Web pages for *PC World Poland*'s 25,000 subscribers. We do not want to manage this by ourselves but rather make an arrangement or barter with a regional Internet service provider (ISP)." – **Michal Kreczmar**, editor-in-chief, *Cyber*

"IDG Spain does not offer free e-mail or Web access but works with Telefonica [Spain's telecommunications provider] to distribute a free Internet-access CD-ROM kit. At the moment there is no way to offer free Web access. Spanish bandwidth is much too expensive." – **Javier Nieto**, director of new technologies, IDG Spain

Free Internet access can help build community

Vicki Anderson, director of the IDG Global Web Support Center (GWSC), said that offering free e-mail and Internet access draws users to a site and allows users not already online to use IDGWeb.net as their connection to the Web.

"Many of our European sites are going the way of the 'portal' – channel sites with a home page that offers community building," she said. "IDG.net has offered free e-mail service for some time, and PC World Online offers e-mail access for users that sign up for this service and become part of their 'community.' It's all in the name of community building, driving traffic, gathering user demographics and e-mail names, which the business unit can then use for advertising purposes."

noteworthy people

McCarthy

Floyd

Dougherty

Sanabria

Goodin

Dahl

IDG WORLD UPDATE PHOTOS

New employees

Previously a senior conference manager with *Inc.* magazine, **Kevin Gilligan** is now an event producer with *Network World*. A skier and windsurfer, he has a B.A. in business management from Johnson State College in Johnson, Vt., as well as a 19-month old daughter, Tory.

Malcolm Maclachlan is IDC West's newest senior analyst for media and e-commerce. He recently worked as an associate editor for TechWeb.com., covering e-commerce, portal sites and online music. He earned a masters in journalism from Stanford University in Palo Alto, Calif., and enjoys camping, mountain biking and writing.

Also new at IDC West in Mountain View, Calif., is **Ken Presti**, a research manager in the group's Enterprise Networking Distribution Channels unit. He previously worked for Praxon, Inc. as a marketing specialist. He holds a B.S in communications from Southern Illinois University and likes to cycle and read.

Rekha McCarthy joins IDC West as an inside sales representative/Hardware Accounts. She was previously with Merisel Corp. for which she researched and qualified channel value-added resellers. She graduated from North Carolina State University in Raleigh with a degree in textile management with a marketing concentration. She enjoys white-water rafting, working out and surfing the 'Net.

IDC Latin America has hired **Rebecca Wilson** as a senior analyst, managing IDC's software research activities in Latin America and providing regional management for the quarterly competitive software market tracking report. She was previously senior marketing manager at NCR Corp. and holds a B.A. in business administration and Spanish from Queens College and a master of international business studies from the University of South Carolina. She likes to mountain bike and run.

Previously a sales manager, storage commodities with Bluefin Technologies, Inc., **Tracy Floyd** joins IDC as sales manager, hardware, selling IDC services to hardware accounts in the eastern U.S. He holds a liberal arts B.A. from Plymouth State College in Plymouth, N.H., restores antique automobiles, scuba dives and is on the renovation committee for his local church.

Desktop Services Manager **Thomas Shaw** comes to IDC's Framingham office from Tufts Health Plan, where he was desktop configuration and support manager. He earned a B.A. in psychology from Carolina Christian University in Linwood, N.C., and enjoys karate, paintball wars, and playing guitar and drums.

Nancy Dougherty has been hired as a senior account executive in IDC's Industrial and Financial Research Services division. At her previous job as a senior account manager for Ikon Document Services she was responsible for $1.35 million in sales. She holds a B.S. in marketing from Marymount University in Arlington, Va., and likes basketball, gardening and spending time with her family.

Previously a senior account executive with Ziff-Davis Market Intelligence, **Jill Holland** joins IDC as a senior account executive. She graduated from the University of Southern California with a B.A. in political science and enjoys sailing, travel and family time.

Previously a senior treasury analyst at the WPP Group USE, **Rufus Tai** is now cash manager at IDG Book's Foster City, Calif., office, in charge of cash forecasting and various treasury and finance functions. He earned an MBA from Pepperdine University in Malibu, Calif.

Once a freelancer, **Daniel Cardozo** is now IDG Books new graphics technician in its Foster City, Calif., division. He holds a BFA in illustration from the Maryland Institute College of Art in Baltimore. A recent and proud father of a two-month-old son, he also enjoys drawing and reading.

Joe Shines joins IDG Book's Foster City, Calif., office as a production coordinator. He previously worked as senior production coordinator at Creative Publications. He holds a B.A. in advertising design from Idaho's Boise State University and enjoys travel, painting, exercise and relaxation.

Marge Bonomo joins *Computerworld* as vice president, key accounts, East. She was previously channel group sales director with CMP and enjoys outdoor activities such as hiking, skiing and biking.

Previously a paralegal at Morrison and Foerster, **Ashley Sanabria** is now a sales associate at *The Industry Standard*, covering West Coast district sales. She earned a B.A. in history and American literature from the University of California/Berkeley and like to paint in her free time.

The Industry Standard has hired **Dan Goodin** as a reporter. While a senior writer for C|NetNews.com, he was subpoenaed by Microsoft Corp. for an article he wrote examining the company's strategy for competing against the Java programming language. He holds a B.A. in English from the University of Massachusetts/Amherst and M.A. in journalism from the University of California/Berkeley. Away from the office he enjoys going to concerts, cooking and bicycle riding.

Transfers

Sandy Dahl is *The Industry Standard*'s new project manager, creative services, coming from IDG Marketing Services (now known as IDG Global Solutions) where she was a marketing and design specialist. She earned a B.A. in communications from the University of San Francisco and enjoys music, movies and hanging out with friends.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Helen Marnfeldt *IDG Sweden*

20

Jose Goncalves *IDG Brazil*

17

Preben Engell *IDG Denmark*
Miguel Hermosell *IDG Spain*

15

Lene Sekjaer *IDG Denmark*
Jose Villacorta *IDG Spain*

14

Isabel Campo *IDG Spain*

13

Martin Taylor *IDG New Zealand*

12

Zsuzsa Krammer *IDG Hungary*

11

Claudio Ceriani *IDG Italy*

10

Maria Luisa Romiti *IDG Italy*
Bruno Agostini *IDG Italy*
Akos Bognar *IDG Hungary*
Yuen Yeh *InfoWorld*

9

Valerie Binder-Feneon *IDG France*
Francois Lambel *IDG France*
Yoshitomo Fukuda *IDG Japan*
Cornelia Kramer *IDG Germany*
Siobhan Santinelli *InfoWorld*

8

Corinne Huron *IDC France*
Steve Moylan *InfoWorld*

7

Soren Adelkvist *IDG Denmark*
Joachim Hackmann *IDG Germany*
Simona Varisco *IDG Italy*
Alessandra Dainotti *IDG Italy*
Paul Arabasz *IDC*

6

Grace Wong *IDC Singapore*
Selinna Chin *IDC Malaysia*
Heike Gessert *IDG Germany*
Sau Ching Lau *IDC*
Richard Heiman *IDC*

5

Suzanne Thomas *IDG Books*
Thierry Butzbach *IDG France*
Sabine Scheuring *IDG Germany*
Antje Bruns *IDG Germany*
Fredrik Bernsel *IDG Sweden*
Karoly Viosz *IDG Hungary*

4

Laura Moss *IDG Books*
James Sumser *IDG Books*
Jana Susilova *IDG Czech*
Tina Zhang *IDG Beijing*
Kevin Williams *IDC Japan*
Finn Morsing *IDG Denmark*
Thomas Gunni Pedersen *IDG Denmark*
Hans Jorgen Christiansen *IDG Denmark*
Martin Stein *IDG Germany*
Anja Smeilus *IDG Germany*
Pia Rehn *IDG Sweden*
Carlos Eduardo Salvato *IDG Brazil*

3

Linda Perkins *IDG Books*
Veronique Robin *IDG France*
Nathalie Metzger *IDG France*
Jolana Lammelova *IDG Czech*
Martina Kramosilova *IDG Czech*
Andrea Haefely *IDG Switzerland*
Simone Luchetta *IDG Switzerland*
Tomoko Iwama *IDG Japan*
Minna Schmidt *Computerworld Canada*
Dane Anderson *IDC Singapore*
Brenda Hocking *IDC Australia*
Anette Woll *IDG Germany*
Karsten Maxem *IDG Germany*
Katarina Beijer *IDG Sweden*
Magnus Hoij *IDG Sweden*
Marcello Tenerelli *IDG Brazil*
Nathalie Metzger *IDG Global Solutions*
Cecile Doffagne *IDG Global Solutions*
Alice Curran *The Industry Standard*
Michael Thomas *InfoWorld*
Wolfgang Schlichting *IDC*
Mario Morales *IDC*

2

Rachelle Cox *IDG Books*
Stacey Foreman *The Industry Standard*
Zuzana Peskova *IDG Czech*
Petr Felt *IDG Czech*
Takanobu Urayama *IDG Japan*
You-Sook Hong *IDC Korea*
Junko Yairi *IDC Japan*
Jonas Englund *IDG Sweden*
Matt Rigney *IDG Australia*
Jenny Chin *IDG World Expo Singapore*
Laura Wilkinson *ITcareers.com*
Sarah Manchester *IDC*

1

Michael Hamilton *IDG Books*
Marc de Suzzoni *IDG France*
Ouafa Ouahabi *IDG France*
Mark Williams *Digit*
Masaaki Nakamura *IDC Japan*
Jerry van Ommeren *IDC Benelux*
John Wessels *IDC Benelux*
Dorthe Deleuran *IDG Denmark*
Anders Ovesen *IDG Denmark*
Louise Tine Kurland *IDG Denmark*
Michael Kofoed *IDG Denmark*
Jutta Neubauer *IDG Germany*
Anja Bek *IDG Germany*
Silvia Lautz *IDG Germany*
Marzena Fiok *IDG Germany*
Christian Topfer *IDG Germany*
Antje Butow *IDG Germany*
Andreas Stolzenberger *IDG Germany*
Lars Hagg *IDG Sweden*
Fredrick Henckel *IDG Sweden*
Joakim Lagerstrand *IDG Sweden*
Amanda Conroy *IDG Australia*
Spiro Hionis *IDG Australia*
Serene Ho *IDG World Expo Singapore*
Rick Sinclair *InfoWorld*
Michael Boyd *IDC*
Michael Cole *IDC*
Amy DiGiandomenico *IDC*
Anne Bui *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Address change for Atlanta sales office

Effective Nov. 8, IDG's Atlanta sales office will be located at:

100 Glenridge Point Parkway
Suite 530
Atlanta, Ga. 30342

Tel: 404-250-0345
Fax: 404-250-1646

The following people are located at this address:

Debra Brown	IDG	404-845-2888
Amy Jarratt	InfoWorld	404-845-2889
Don Seay	Network World	404-845-2886
Terry Sanders-Prentice	Network World	404-845-2887
Judy Sutter	PC World	404-845-2884
Charyle Gandee	PC World	404-845-2885

celebrating 10!

Name
Maya Timmer

Home
The Hague, near the sea in the west of Holland.

Joined IDG
March 1986 as an editor/journalist for *Computerworld*.

Career path
Journalist, copy editor, designer.

Current title
Designer for *InfoWorld*. I am responsible for the design of the publication.

Biggest challenge
Preparing to launch the Dutch issue of *InfoWorld* in the summer of 1996.

Career highlights
Learning that I could stay with IDG Netherlands when *Computerworld Netherland* ceased publication and the launch of *InfoWorld* in Holland.

Latest accomplishment
I am taking classes four evenings a week (7 p.m. - 10 p.m.) at the Academie of Arts in The Hague.

If you could change one thing about IDG, what would it be?
More contact with my design colleagues worldwide.

Interests outside the office
My dog Hugo, my three cats Martijn, Yoghurt and Fiscus, my study at the academy of art, art, design, visiting museums and literature.

Fantasy job
To have my own design bureau.

Five people—living or dead—you'd invite to a dinner party?
Beside my best friends some celebrities like Vita Sackville-West, Viginia Woolf, Marilyn Monroe, Greta Garbo and Simone Signoret.

As a child, what did you want to be when you grew up?
An actor

What would you grab if your house were on fire?
First, of course, all my animals and then my collection of rare videotapes.

Favorite vacation spot?
France

If you won the lottery tomorrow, you would
Buy a camper and travel around Europe with my friends and animals.

*IDG Chairman **Pat McGovern** (right) recently escorted **Vincent Half**, publisher at IDG Nieuwe Media in The Netherlands, and **Maya Timmer**, InfoWorld Nederland designer, to dinner in honor of their 10+ years of service to IDG Netherlands. Vincent Half's profile will appear next week.*

Retirement dreams?
Living in France

Manager's profile
"*InfoWorld* wouldn't be the same without Maya Timmer. She has been the driving force behind the innovative design of the magazine. The combination of an editorial background and design expertise is instrumental in a small editorial team, like that of InfoWorld in The Netherlands. And last but not least, Maya is a great person to be around."
—Paul Teixeira, editor-in-chief

Address change for IDG Japan

Effective immediately, the IDG Japan office is now located at:

3-4-5- Hongo
Bunkyo-ku
Tokyo 113-0033
Japan

Tel: +81-3-5800-3111
Fax: +81-3-5800-3590

www.idg.co.jp
www.idgexpo.com

President and CEO Setsuro Tamai's e-mail address is now: stamai@idg.co.jp

Correction

IDG's 2000 Business Unit Directory contains incorrect telephone and fax numbers for **Kevin Krull**, VP/Business Operations and Legal Affairs. His direct line is: 908-313-4119. His fax number is 815-425-3775.

Address change for IDG Global Solutions Japan

IDG Global Solutions Japan is now located at:

c/o IDG Marketing Inc.
Landic 2nd Toranomon Bldg.
3F
3-7-8 Toranomon, Minato-ku
Tokyo 105-0001
Japan
Tel: +81-3-5777-1681
Fax: +81-3-3459-6125

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

The Webby Awards launches unique "IPO"

IDG WORLD UPDATE

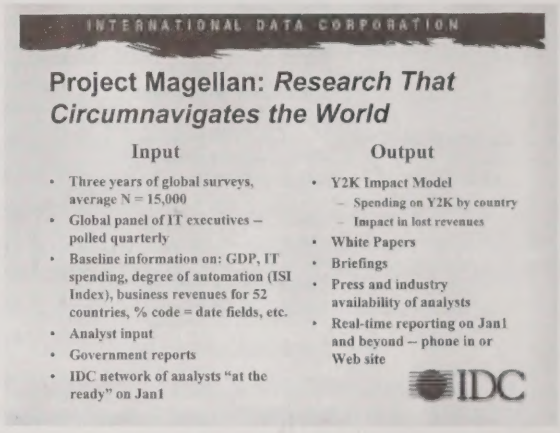
See page 5 for details.

IDC launches global Y2K initiative

Project Magellan will feature three days of real-time updates as Jan. 1 dawns around the globe

In 1519 Portuguese sea captain Ferdinand Magellan set out from Spain as commander of the first ship that would circumnavigate the globe (although he was killed in battle before the historic journey was completed). The trip took almost three years to the day.

Close to 500 years later, IDC Chief Research Officer and Senior VP **John Gantz**, is spearheading Project Magellan, a major multi-country research study aimed at predicting the impact of the Y2K bug, time zone by time zone, as Jan. 1, 2000, dawns around the globe. Real-time, hourly updating of the project's Web site (www.idc.com/magellan) will begin on Dec. 31 and continue through the close of the first business day of the new year, three days later. Barring any ill-advised meddling in foreign wars, Gantz is expected to survive the undertaking.


INTERNATIONAL DATA CORPORATION
Project Magellan: Research That Circumnavigates the World
Input
Three years of global surveys, average N = 15,000
Global panel of IT executives – polled quarterly
Baseline information on: GDP, IT spending, degree of automation (ISI Index), business revenues for 52 countries, % code = date fields, etc.
Analyst input
Government reports
IDC network of analysts "at the ready" on Jan1
Output
Y2K Impact Model
Spending on Y2K by country
Impact in lost revenues
White Papers
Briefings
Press and industry availability of analysts
Real-time reporting on Jan1 and beyond – phone in or Web site
IDC

The cornerstones of Project Magellan, according to Gantz, are the following:

- IDC's worldwide network of country analysts;
- More than a million dollars worth of IDC primary research being conducted this fall;

continued on page 4

ICe draws crowds to San Francisco

They came. They saw. They will buy. According to an on-site survey conducted by an independent research firm, some 70% of the more than 12,000 attendees at last month's Internet Commerce Expo are involved in purchasing products for their organizations and 32% are the final decision makers. The survey also indicated that on average, attendees will spend $1.4 million on e-commerce IT and marketing products and services over the next 12 months and over 30% of their budget on products seen at ICe San Francisco.

See You Next Year in Boston
INTERNET COMMERCE EXP
March 27-30, 2000
World Trade Center, Boston, Massachuse
See You Next Year in Boston!
INTERNET COMMERCE EXPO
March 27-30, 2000
World Trade Center, Boston, Massachusetts

IDG's eighth Internet Commerce Expo attracted more than 12,000 attendees. The show, which launched in 1996, is held twice a year. The next event will take place in Boston in March.

The show, now in its fourth year, was held Oct. 18-21 at the San Francisco Moscone Center. More than 150 exhibitors were on hand to demonstrate the latest in e-business tools, applications and services.

The event featured keynote presentations by Lou Dobbs, president of space.com and former president and chief executive of CNNfn; Halsey Minor, CEO of CNET; and Paul Otellini, executive vice president and general manager for Intel Architecture Business Group.

"The overwhelming attendance and on-site survey results confirm that ICe has become the pre-emi-

continued on page 5

in brief newsworthy

IDG World Expo tapped to produce Microsoft events in Singapore

IDG World Expo (Asia)'s Singapore office has been appointed the retainer event manager for Microsoft Singapore Pte. Ltd.

In an effort led by Senior Project Executives **Rita Goh** and **Serene Ho** and Project Executive **Jenny Chin**, IDG World Expo will manage more than 35 seminars a year for Microsoft. These include, among others, Microsoft Tech Ed, Windows 2000, Microsoft Exchange Conference Asia and Microsoft Developer's Day. Attendance ranges from 100 to 1,000 depending on the type of session. Some seminars are just for CEOs and CIOs, others for a range of IT professionals, and some are regional events targeted to clients or potential clients throughout Asia Pacific.

IDG World Expo's new venture grew out of a proposal Director **Rosalynn Chua** submitted to Microsoft offering to manage one event. After World Expo handled two other seminars, Microsoft asked the business unit to sign a one-year contract. World Expo shares the Microsoft account with, Imark Communications, which had been Microsoft's sole event manager for the past eight years.

Asked what qualified World Expo for the job, Chua said, "We adhere to IDG's corporate values! Plus, I have an excellent team." The remaining four members of the World Expo team in Singapore will continue to work on IDG trade shows and conference such as Internet Commerce Expo, LinuxWorld Expo Singapore and Singapore Linux Conference. Two colleagues in Vietnam are involved in the operations and marketing of two other events produced under the auspices of IDG World Expo (Asia): Vietnam Computerworld Expo and ComNet Hanoi.

For more information, contact Rosalynn Chua at rosalynn@idgexpo.com.sg. WU

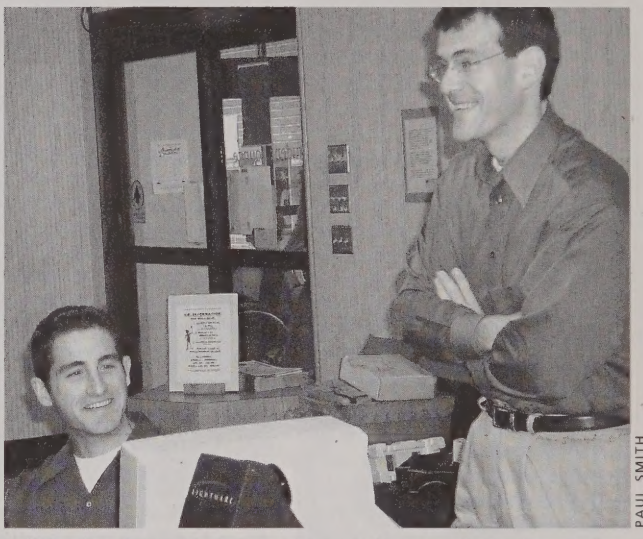
McGovern recognized for entrepreneurial leadership

Joining other prestigious corporate founders, IDG Chairman **Pat McGovern** recently received the 1999 Entrepreneurial Leadership Award from the MIT Enterprise Forum of Cambridge, Inc. The award recognizes individuals who create and manage growth and innovation over an extended period and engage and motivate other would-be entrepreneurs as a faculty member or trustee in higher education institutions.

Among the previous winners are Amar Bose of Bose Corporation, Edwin Land of Polaroid and David Packard of Hewlett-Packard.

McGovern, an MIT graduate, is a Life Member of the MIT Corporation and continues to serve the university in several advisory capacities. Earlier this year he established an award in association with the Center for Entrepreneurship of the Sloan School of Management that is given to an individual or group who makes a significant impact on the quality and spirit of entrepreneurship at the Whitehead Institute, an MIT-affiliated biomedical research institution. WU

Macworld participates in California's largest user group event



PAUL SMITH

***Jeff Pittelkau** (left) and **Andy Gore** delivered the keynote at the Mac Computer Expo.*

Macworld staff recently participated in the Mac Computer Expo, the largest annual Macintosh computing event sponsored by California's North Coast Mac User Group.

The event, which drew well over 2,500 Mac enthusiasts, featured a keynote address by *Macworld* Editor-in-Chief **Andy Gore** and Editor/Products **Jeff Pittelkau**, who offered an analysis of the current Apple product lineup including the recently introduced Macintosh G4's and the iBook. The pair also demonstrated MacBuy.com, Macworld's online buyer's guide, and concluded with a lively Q&A session.

Meanwhile, **Sharon Sanderson**, assistant to the CEO, was stationed at the *Macworld* table, where she kept busy selling new subscriptions, handing out t-shirts and free books (new subscribers were given a copy of Gore's new book, *My iMac*) and answering questions from a loyal group of current subscribers. Sanderson was joined by *My iMac* co-author Jill Baird. WU

IDG Books reports fourth-quarter earnings, revenue up 59% from '98

IDG Books Worldwide, Inc. recently announced its financial results for its fourth fiscal quarter of 1999 ending Sept. 30.

The company showed significant increases in net revenue ($56.3 million, up 59%), net income ($2.4 million, up 73%) and EBITDA (earnings before interest, taxes, depreciation and amortization) (102%) over the fourth quarter of fiscal 1998. Net revenue for the whole fiscal year 1999 rose to $179.8 million, up 27% from fiscal 1998's $141.5 million.

IDG Books is traded on Nasdaq under the symbol IDGB. WU

back to basics

Primer

Production

***Margo Dunn**, production director at FCW Government Technology Group, discusses the ins and outs of production.*

Production jargon

Imposition A request for a materials extension that is actually beyond the issue date or a printing term for the layout of pages for the press.

Signature What's required from an advertiser on all insertion orders (preferably not a forgery) or a printing term for a folded press form.

Tipping Bribing production staff for a premium position for your advertiser or a printing term for attaching an insert to a signature with glue.

Binding What insertion orders are after the reservations close date or a printing term for collecting and affixing signatures of a publication together.

Perfect Binding Better than regular binding or a printing term for binding signatures with glue for a flat spine.

RIP What goes on a dead production director's gravestone or an acryonym for raster-image processing, a printing term for translating digital postscript data into pixels.

Q What does the production department do?

A Our production department balances requests from sales, editorial, marketing and circulation to create a publication with an ad/edit ratio that meets our financial plan. We plan the most efficient use of press and bindery equipment to meet our schedule and budget.

Q Can you briefly take us through your responsibilities for a typical issue?

A Our production cycle begins with instructions to the circulation department on demographic and/or geographic splits of the subscriber list requested for a partial-run advertisement or insert. Prior to the ad reservations close, we send out a spreadsheet to the sales staff that shows the insertion orders we have booked, so they can respond with cancellations or additions. The day after close, we meet with the financial analyst responsible for booking insertion orders to doublecheck the paperwork. We lay out the dummy (a map of the publication) and ask the editor and the sales director for sign-off. We "traffic" advertiser materials: log them in, check them for problems, tag them with instructions for the print vendor and ship them out. Then we handle last-minute requests for additions/cancellations/materials changes, shuffle everything around and make sure everyone in the process is in sync.

Q How does production work with the other departments in a publication?

A From the start of every issue, we have an impossible challenge: granting everyone's requests. From advertiser requests for first-half-of-the-book position plus competitive separation plus a material extension to editorial requests for extra pages and no fractional ads to mess up the design on certain pages, someone must compromise. So our goal becomes to find that middle ground and manage expectations so there are no surprises when the issue is published.

Q What keeps a production department manager up at night?

A Nothing. We need our sleep. But the nightmares...

Q Have there been any major changes in publication production in the past few years?

A The introduction of computer-to-plate technology (CTP) in publication printing has been a hot topic for several years. In a traditional film-based workflow, a digital file is output to make four pieces of film -- one for each of the ink colors used in our typical printing process — which are stripped (taped) into register with each other. The images on the film are transferred onto flexible metal plates that are either engraved or chemically charged to attract ink to the image area. The plates wrap around cylinders on the press, which transfer the image onto other cylinders with rubber blankets, which transfer the image onto the paper. CTP skips the film stage of this process, transferring the image directly from the digital file to the plate, resulting in a sharper image on press.

Interestingly, CTP is really a technology change for the printing companies, not the publishers. A printer can scan film for advertising and editorial pages, turning them into digital files, eliminating the labor-intensive stripping process. But the specialized film-scanning equipment costs are much higher than traditional stripping, so many printers found production directors unwilling to completely blow their budgets, even for the promise of improved quality.

CTP does offer savings in production for publishers when they transition to an all-digital workflow — all editorial and advertising pages submitted to the printer as digital files. Among IDG's U.S. publishing units, *Macworld* and *PC World* pioneered the use of CTP technology and the transition to an all-digital workflow. The production staffs of several business units have shared knowledge and experiences.

Establishing and testing the process on editorial pages involves hardware, software and training. Extending the workflow to include advertiser pages involves much more. Standards for the formats of these digital files are continuing to evolve. Advertisers and their agencies, skeptical about the perceived loss of control in releasing digital files, need to be brought into the process as partners.

Q What sort of training does a typical entry-level production department position call for?

A My formal education is in costume and scene design for the theater. I started at *FCW* as an editorial assistant, moved to the copy desk, then to the art department and have been in production for four years now. So, more than training, it's really a capacity to learn, to embrace change and to go with the flow that lends itself to a career in production.

Q Why would someone want to work in production?

A Every day is maddeningly, stressfully, satisfyingly different.

Care to come aboard?

IDC is actively recruiting IDG business units and IDG employees interested in participating in this project.

Media Sponsors. IDG publications are welcome to publish any of the white papers. *Y2K: Is the Planet Ready, Y2K: Preparations Wind Down* and *Y2K: How Much Will It Hurt?* are all currently available. And an analysis of the events is available in the fourth white-paper to be published in January *Y2K: How Deep the Impact?* In addition, IDG publications are welcome to use the data from the spending or the impact models in their editorial. Please contact **Virginia Lehr** at 508-935-4188 or vlehr@idc.com for more information.

Magellan Partners. Any IDG employee willing to call in -- from home or from a party! -- as their country turns the century to provide a status report is invited to become a Magellan Partner. Interested employees are encouraged to identify at least one contact in any industry such as banking, finance, chemical, travel, utilities, manufacturing, government, healthcare and more.

Partners will be asked to call into a special telephone number and report the current status in their country (are the lights on, what is local news reporting, etc.) as well as any findings from their industry contact.

For their efforts, partners will receive a special commendation, a coveted Project Magellan hat and other surprise goodies.

If you are interested, please contact **John Gantz** at 508-935-4224 or jgantz@idc.com.

Project Magellan

continued from page 1

- IDC's vast base of existing research on Y2K plans and activities;
- IDC analyst expertise on the subject.

"We have been quantifying Y2K efforts and staking out IDC's position on the matter for over four years now," Gantz said, "but there will be nothing like having analysts on the ground in each time zone when the clock strikes 12."

IDC's network of analysts will be available to news media around the globe and around the clock on Jan. 1 and beyond as other key Y2K milestones pass. They, in turn, will be supported by contacts in their local country markets specially recruited to provide assessments regarding if and how the Y2K phenomenon is affecting local business. The information will be available both in the local markets and at IDC's Framingham, Mass., headquarters.

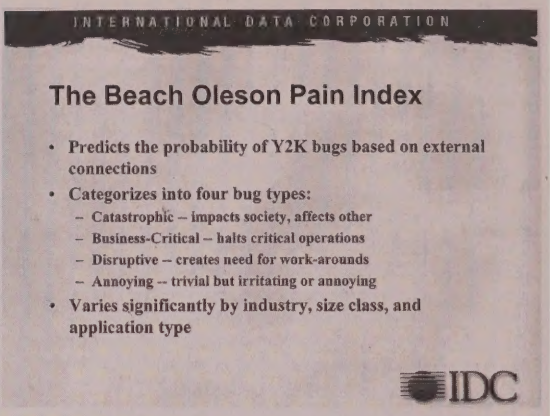
Project Magellan also includes the development of a 52-country model of Y2K preparedness and impact forecast, which IDC unveiled at a teleconference on Oct. 4. The forecast examines Y2K spending in 1999 and plans for 2000, remediation completion rates, and the likely impact based on IDC's Beach Oleson "Pain Index" (see sidebar at right) — by which IDC measures the extent to which Y2K problems in one company will affect other companies. These forecasts will be updated prior to Jan. 1 based on a global survey of more than 15,000 companies in 16 countries currently being conducted. The companies will be surveyed again during the first week in January and their input will be added to the forecast.

> *"There will be nothing like having analysts on the ground in each time zone when the clock strikes 12."*
>
> -- John Gantz

"IDC will be the one place to go for real-time quantification of the impact of Y2K, whether you're worried about the banking systems in Vietnam or disruptions to fuel supplies in Eastern Europe," Gantz said.

The research for Project Magellan has been under way for four years. Publicly available output will begin to appear on the Web site today (Nov. 8). A major update is planned for early December when the results of the 16-country survey now in the field are complete. An IDC client briefing is scheduled for Dec. 2 to provide clients with preliminary results. WU

IDC's Beach Oleson Pain Index predicts effects of one company's Y2K problems on other companies

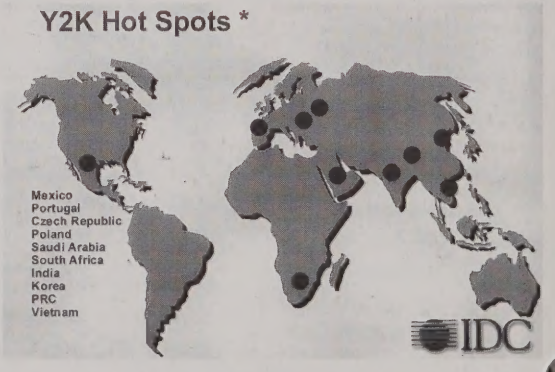

INTERNATIONAL DATA CORPORATION
The Beach Oleson Pain Index
• Predicts the probability of Y2K bugs based on external connections
• Categorizes into four bug types:
– Catastrophic -- impacts society, affects other
– Business-Critical -- halts critical operations
– Disruptive -- creates need for work-arounds
– Annoying -- trivial but irritating or annoying
• Varies significantly by industry, size class, and application type
IDC

One of the tools used by the Project Magellan team to estimate the impact of Y2K is the IDC Beach Oleson Pain Index, developed two years ago by CIO Publisher **Gary Beach** and IDC Y2K expert **Tom Oleson**.

The Index predicts the probability of finding a Y2K bug in an application based on the severity of the bug, which the Index divides into four categories:

- Catastrophic: impacts society and beyond immediate business partners (probability = 0.01%)
- Business-critical: halts critical business operations of a company (probability = 0.2%)
- Disruptive: creates the need for work-arounds (probability = 1.5%)
- Annoying: trivial but potentially embarrassing (probability = 1.5%)

These probabilities then have to be adjusted by the number of applications in a company in a class and the number of connections with other applications. Using survey data, IDC has determined the mean number of connected applications by industry. This is then used to compute the final probability that a company will have problems.



While IDC does not anticipate overwhelming disruption throughout the globe as a result of the Y2K bug, the company has identified 10 countries which have the potential to lose the largest proportion of their economies due to lack of significant preparation. Relatively speaking, Latin America and Asia Pacific will feel the most pain — they are automated economies with lots of pirated software and not a lot of remediation.

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Q&A: IDG CEO Kelly Conlin

Weathering the High-Tech Storm

International, integrated products are helping IDG soar while others stumble in a turbulent market.

By Teresa Ennis ■ The high-tech sector isn't what it used to be—ad dollars are declining, dot.com competitors are popping up everywhere, and publishers are finding it increasingly difficult to hold onto revenues and maintain a competitive advantage. Plus, the competitive landscape is changing dramatically: CMP, one of the largest technology publishing companies, has found a new owner. And another, Ziff-Davis, is looking for one.

Kelly Conlin

But Kelly Conlin, president and CEO of International Data Group, isn't the least bit concerned. "Our strategy has always been different from those companies," he says. "Their revenues were focused on one market, in one primary sector—about 88 percent of CMP's revenue was U.S.-based and Ziff-Davis counts on their U.S. publications for about 70 percent.

"We may be referred to as the three tech publishers," Conlin continues, "but IDG, by contrast, operates in book, magazine and online publishing, events, research and conferences, and then does it in 80 countries around the world."

This immense diversification has build an armor against market fluctuations, says the 39-year-old executive, whose product development initiatives have led to more than 100 new publications. Since becoming IDG president in 1995, Conlin has overseen growth of the company's revenue by more than 50 percent, to $2.35 billion. Here he talks about the Internet's impact on publishing and speculation about a supposed "demise" of the industry as it exists today.

Q: Now that your competitors are changing ownership are you concerned that they may seek the same type of diversification that IDG has built?
A: The first thing United News did when they bought CMP was sell off its international titles. Meanwhile, when Softbank acquired Ziff-Davis, they said they were planning to have 1,000 publications by 2005. In both those cases, we see a refocus on one market—the U.S.

Q: Some say high-tech titles have seen their heyday. What do you think?
A: People think so short term. If the last few quarters are down, they try to extrapolate that as an overall trend. But there have always been market cycles.

"The Internet is like electricity. It pervades everything we do."

You also have to look at segments of the marketplace. For instance, our newest launch, *The Industry Standard*, is growing from $1 million in revenues last year to $50 million this year. The revenue of *CIO* is growing by more than 20 percent this year and the consumer gaming market is growing by 20 percent a year. These are very healthy markets.

Q: Yet ad revenues have been declining in the high-tech sector for sometime. Do you see this turning around?
A: Our revenues as a company have never declined. We've had 35 years of uninterrupted growth.

Q: It seems that a lot of the tech advertisers are moving to more mainstream titles. Will that continue?
A: Our chairman, Pat McGovern, who has seen 35 years worth of market cycles, has identified that there are times where broader media, such as television, become popular and then as the economic cycle changes again, people go back to their core audiences—which are the titles we represent. Ultimately we focus on the quality of the editorial product and the amount of time readers are spending with our editorial. As long as those metrics are healthy, you can build a media model.

Q: What is the greatest opportunity offered by the Internet?
A: We can package online, print and events together to surround readers with information. The early days of the Internet have been marked by a replication of the print experience on the Web. That will change. People aren't going to visit the Web to read articles because it's an activity-based tool. Ultimately, people will go to our sites to help them make better decisions.

Today the Web models a telephone operator who is dispensing wrong numbers. People are disappointed because they can't find what they need and can't trust what they find. So we're building problem-solving portals where we can supply information to a particular question. It's a way to capture someone's interest at a particular moment in time and satisfy that interest with a full panoply of IDG resources.

Q: What impact will the Net have on the industry in general?
A: One of the ironies is that all these dot.com companies are racing to advertise their companies in print. To me, that demonstrates the enduring value of print.

But print companies have a real advantage when it comes to the Internet. They have so many resources to leverage: databases; customer knowledge; marketing programs that can link online with print, with events to build truly integrated marketing programs. The biggest weaknesses of the dot.com companies is they don't have anything but their Web sites. It's an isolated world. And unless you hit that banner deep within that site your message is lost. □

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Job Opportunities – Monday, November 8, 1999

Billing Accountant (IDC)

In this role, you will be responsible for one third of the monthly billing, as well as, maintaining Accounts Payable and employee timesheets. Additionally you will assist with the monthly and year end closings. Qualified candidates will have 2 years accounting/finance experience, college level accounting courses and solid Excel spreadsheet skills. Associate's Degree in accounting preferred. *Location: Framingham, MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_moloney@idg.com

Market Development Specialist, Worldwide Services (IDC)

The Worldwide Services Research Group is looking to add a Market Development Specialist to the team. The individual will be responsible for market development activities including list development, prospect qualification, and database management. Qualified candidates should possess excellent telephone skills, database skills, and an understanding of the sales process. Previous exposure to sales is desired. This is a part-time position (21 hours/week).
Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Inquiry Analyst (IDC)

The Inquiry Analyst's primary charter is to provide IDC customers with inquiry and research support. Additional responsibilities include client/contact information management, inquiry usage tracking, and sales and service liaison for a distinct customer set. The analyst will become knowledgeable in IDC's market research products and services and draw from these resources in supporting the customer's information needs. The Inquiry Analyst will also be responsible for remaining current on IT industry news and events. As the key interface for many customers, the ideal candidate should have: BA/BS (preferred); 2-4 years of professional/internship experience; demonstrated customer service skills; excellent oral and written communication skills; ability to work as a team player; and the ability to manage multiple tasks/projects simultaneously. Computer skills and knowledge of the IT industry are strongly preferred. *Location: Framingham, MA*
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Analyst, LAN (IDC)

This Research Analyst will contribute to IDC's networking industry research and consulting team -- the team that forecasts the future of enterprise networks and the Internet and analyzes companies such as Cisco Systems, Lucent Technologies, Nortel Networks, and all the many exciting start-ups focused on redefining the future of data, voice, and video networking. Candidates must have good writing skills, excellent customer service skills, and be able to work in a demanding and fast-paced, but supportive and collaborative environment. Experience in local or wide area networking equipment and technologies is a plus. An aptitude and interest in exploring the future of networking is required, as is a BA/BS and 1-3 years of industry experience. *Location: Framingham, MA*
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Analyst, Primary Research and Market Models (IDC)

IDC is seeking a Research Analyst who will be part of a small, fast paced, collaborative team that manages IDC's worldwide Internet Commerce Market Model, the foundation for IDC's worldwide Web-related forecasts. The successful candidate will be able to work independently, think creatively and be confident in quantitative analysis and data manipulation. Keen attention to detail and a concrete understanding of mathematical formulas are required. Product management skills such as pricing and sales positioning are a plus. *Location: Framingham, MA*
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Facilities Coordinator I (IDG Central Svcs)

The Facilities Coordinator will provide support in coordinating facility-related services for IDG business units at this location. Responsibilities include coordinating and maintaining all on-site and off-site storage; daily maintenance of conference rooms including the set up of additional seating, equipment and tables for meetings and presentations, both on and off-site; inventory, purchase and maintenance of refreshment services located in each kitchen; acting as the liaison between IDG staff and the janitorial supervisor; coordination of recycling program; and liaison to building management and the building engineer regarding all Energy Management system concerns. Qualified candidates will have good administrative skills and experience in facility-related services, including knowledge of various security systems (electronic and access systems and lockset keying systems). Basic knowledge of the Macintosh and PC computers is required. A California driver's license and good driving record are essential. *Location: San Francisco, CA*
Contact: T. Simms, Fax: 415-267-1777, Phone: 415-974-7327, Email: todd_simms@pcworld.com

Accountant (IDG/B)
IDG Books has an outstanding opportunity for a high-energy team player to join our accounting team. Primary responsibilities will include inventory and general accounting. You will provide accurate and timely reports for analysis, perform monthly reconciliation/audit of inventory files, assist in the maintenance, analysis and reconciliation of the general ledger and the month-end close. Ad hoc reports and projects will be assigned as needed. BS in Accounting, 3+ years' of general ledger experience, detail oriented, excellent analytical and communications skills, strong systems skills (Access required), technical accounting knowledge a must. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Copy Specialist (IDG/B)
Reporting to the Copy Manager, Creative Services area of the Marketing Department, the Copy Specialist will be responsible for writing copy, coordinating workflow for book covers, catalogs, and other promotional projects. Works with the Copy Manager and the other copy staff members to ensure the copy meets deadlines and is persuasive, accurate, and consistent with guidelines. Bachelor's degree or equivalent experience required (with at least 1-year copy writing, journalism or creative writing experience). Ability to write clearly and produce convincing and appropriate copy for all levels of projects assigned is mandatory. Multi-tasking, basic word processing and web exposure a must. Interest in computer technology is a plus. Must be willing to complete a copy test. *Location: Foster City, CA*
Contact: HR Dept/Books, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Administrative Coordinator (IDG/GS)
IDG Global Solutions in San Francisco is looking for a detail-oriented, organizational whiz to provide clerical and administrative support to the Senior VP of Sales and perform basic office management and light accounting duties for the Global Solutions team. Candidates should be extremely resourceful, proactive, and eager to learn. Must have outstanding interpersonal and communication skills and be able to handle multiple tasks simultaneously in a fast-paced environment. Strong PC skills in Word and Excel required; experience with Lotus Notes and PowerPoint preferred. Candidates should have a college degree (or equivalent) and a minimum of 2 years' business experience. Previous administrative support in a sales/ marketing environment publishing would be a plus. *Location: San Francisco, CA*
Contact: P. Mylchreest, Fax: 415-331-0881, Phone: 415-676-3004, Email: peter_mylchreest@idg.com

Director of International Accounts (IDG/GS)
Rapid growth and the ever increasing emphasis by IT vendors on global marketing present the opportunity for an international advertising sales position in the Framingham-based Eastern US region. IDG Global Solutions utilizes IDG's global resources to assist leading IT companies build brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. This individual will design and implement global sales strategies to generate revenue by maximizing ad sales and market share and will be responsible for representing the advertising sales interests of over 280 indigenous IT magazines and newspapers across 75 countries. Candidates for the position will be on the front line reinforcing IDG as the world's largest and most successful provider of information services and must, therefore, have proven ability to manage multiple priorities in an extremely time sensitive, fast paced multi-tasking sales environment. Candidates should combine a minimum of 3-5 years of international sales, international marketing or outside space sales experience for a major computer publication. International diplomacy and excellent communication skills are a must. Foreign language ability a definite plus. *Location: East Coast*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: ecjobs@idg.com

International Sales Associate (IDG/GS)
The International Sales Associate will work with and support a Director of International Accounts at IDG Global Solutions. He/she will act as a liaison with IDG's international offices, and will be responsible for servicing advertiser needs and ad schedules, pre-qualifying prospects, and assisting the DIA with client presentations and proposals. The Sales Associate will be expected to quote rates, book advertising with international publications, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can do' client-service attitude. Candidates should have a college degree (or equivalent) and combine exceptional written and verbal communications skills with a demonstrated ability to work independently. Proficiency in Lotus Notes, Microsoft Office, Excel, Word and PowerPoint, required. Publishing or advertising experience desired, fluency in a second language a definite plus. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: ecjobs@idg.com

Copy Editor (IS)
The Industry Standard is looking for a Copy Editor to copyedit articles on a tight schedule for spelling, grammar, house style, tone, logic, formatting and consistency; enter corrections; proofread final proofs; help coordinate display copy and art elements; write deadlines, decks, captions, and miscellaneous display copy as needed. Job requirements: proficiency with Quark is required and experience with QPS is preferred. Candidates should be familiar with Internet companies and terminology, as well as with AP Style. Required: at least one year of copyediting experience, preferably for a daily or weekly publication or news oriented website; ability to work well under pressure; and be highly organized and detail oriented. To apply, send resume, cover letter and 2-3 clips to the hiring manager. *Location: San Francisco, CA*
Contact: M. Butts, Fax: 415-733-5401, Phone: 415-733-5473, Email: mickeyb@thestandard.com

Deputy Managing Editor (IS)
The Industry Standard is looking for a Deputy Managing Editor who will: ensure the highest level of editing, copyediting, display copy and design treatment; supervise day-to-day copy flow and page production; enforce deadlines; supervise and schedule copyeditors; and ensure that the magazine ships on time. Job Requirements: Proficiency with Quark is required, and experience with QPS is preferred. Candidates should be familiar with Internet companies and terminology, as well as with AP Style. Two to three years of copyediting, substantial line-editing, headline-writing and magazine-production experience, preferably for a daily or weekly publication at the copy chief/deputy managing editor level or above; experience supervising other copyeditors required. Candidates must have the ability to work well under pressure and be highly organized and detail-oriented. If interested, send resume, cover letter and 2 to 3 clips to the hiring manager.
Location: San Francisco, CA
Contact: M. Butts, Fax: 415-733-5401, Phone: 415-733-5473, Email: mickeyb@thestandard.com

Managing Editor (IS)
The Industry Standard is looking for a Managing Editor who will oversee the overall quality of the magazine; supervise copy flow and page production; enforce deadlines; and supervise the copy desk. Major areas of responsibility: Overall editorial quality, copy flow and coordination, and management. Job requirements: proficiency with Quark is required and experience with QPS is preferred. Candidates should be familiar with Internet companies and terminology, as well as with AP Style. Requires: 3-5 years of high level magazine editing and production experience, preferably for a daily or weekly publication; excellent line-editing and headline-writing skills; experience supervising copyeditors; ability to work well under pressure; and excellent organizational skills and attention to detail. If interested, send resume, a cover letter and 2-3 clips to the hiring manager. *Location: San Francisco, CA*
Contact: M. Butts, Fax: 415-733-5401, Phone: 415-733-5473, Email: mickeyb@thestandard.com

IS Administrator (IS)
The Industry Standard is currently seeking a highly motivated and enthusiastic IS Administrator to join our IS department. The IS Administrator will assist with the deployment and administration of enterprise wide technologies and services to two offices in New York. The individual will also identify and work to resolve application and systems problems. The ideal candidates will possess a minimum of 3 years PC and Mac support. Experience supporting Windows '98, Mac OS, MS Office, ACT and remote communication technologies. This position will be based in our New York office and report to the IS Manager in San Francisco. *Location: New York, NY*
Contact: J. Wright, Fax: 415-733-5401, Phone: 415-733-5420, Email: jwright@thestandard.com

Marketing Specialist (IT Careers)
This position is responsible for the creation of marketing projects in support of our web sites and event products including direct mail, presentations, and sales collateral. Responsibilities will also include developing and maintaining a marketing database, coordinating mailings, and managing collateral distribution. This position will also manage various marketing projects, supporting the Director of Marketing, as well as developing agency relations from start to finish. Individual must have strong customer service skills, be detail oriented, and be able to manage multiple projects. The ideal candidate will be a team player with 2-4 years of marketing experience. *Location: San Mateo, CA*
Contact: K. Flanagan, Fax: 650-312-0668, Phone: 650-312-7582, Email: resumes@infoworld.com

Circulation/List Account Manager (ITworld.com)
ITworld.com is seeking a Circulation/List Account Manager to support and grow its Message Express email service bureau business, along with managing its own rapidly growing set of email lists. This position will manage multiple accounts and emails lists as well as act as the primary interface between other list owners, our technology team and IDG List Services to insure that business requirements are being met in a consistent format. This position will also approve list orders, track revenues and assist in developing new services, operational procedures, reports, etc. Additional activities include the management of partner affiliate programs for ITworld.com audience development purposes. Qualified candidates will possess a BS in a related field and 5-7 years of progressively increasing responsibility. Candidates should have Information Technology circulation experience, a strong customer service orientation, and an understanding of database and email technology. Leadership experience a plus. *Location: Southborough, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Editor in Chief, JavaWorld (ITworld.com)
The Editor in Chief will plan and coordinate editorial material for Web-only technical publication that focuses on Java and supervise the Senior Editor, Associate Editors, and other Editors as assigned. Additional duties include writing and editing copy, overseeing editorial and art department budget projections, and acting as a representative of the publication at trade shows, press conferences, and other meetings. Familiarity with the Java market and products necessary; interest and willingness to get involved in technical issues a must. Must have an understanding of the Internet industry and its applications and have experience leading an editorial team. Excellent writing and journalistic skills coupled with good analytical and leadership skills necessary. Individual must be able to meet deadlines, provide strong leadership, assure quality of editorial contributions and interact effectively with editorial staff, vendors and industry sources. *Location: California*
Contact: K. Scarlett, Fax: N/A, Phone: 415-267-1754, Email: kane.scarlett@wpi.com

Audience Development Manager (ITworld.com)
ITworld.com is seeking an Audience Development Manager to join its dynamic team. The primary goal of this position will be to increase registrations, usage, and repeat visits to ITworld.com, as well as the individual channels and services it contains. This position is responsible for planning and managing all promotional programs, new product launches, and audience business development activities. Additional responsibilities include establishing a promotion plan to build registrations for virtual events; research external options and lists; coordinate with other IDG business units, create orders, implement and tract promotions; work with Marketing to develop copy; and create and manage an end-user referral and search engine seeding program. Qualified candidates will possess a BS in a related field and 5-7 years of progressively increasing responsibility. Candidates should also be creative web marketers within the Information Technology industry. Leadership experience a plus. *Location: Southborough, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Systems Support Specialist (NW)
Network World is looking for someone with strong customer service skills and knowledge of NT networking basics to provide front line PC support for a total of 150 employees, including 30+ remote people. Responsibilities include troubleshooting desktop problems, dispatching problems within IS team and handling all moves, adds, and changes related to desktop systems. Maintaining and updating hardware/software versions and coordinating with outside vendors to purchase and install equipment is also involved. Experience and skills should include formal training/experience in desktop support, Win95; WinNT; Mac; Office97; PC/MAC hardware and software. Strong organizational, documentation, and communications skills are a plus. 2-3 years experience in a technical customer support environment is essential. Light travel may also be required. *Location: Framingham, MA*
Contact: E. Hart, Fax: 508-820-3340, Phone: 508-820-7568, Email: hotjobs@nww.com

Account Manager (PCW)
The Account Manager for the New England territory will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World in both its print and online editions. Account Managers must have or develop a thorough understanding of the PC market and PC World's position and value in that market. Qualified candidates will have prior experience selling print and/or online space for a major computer/business publication, contacts in the computer industry, and a proven sales track record. The ideal candidate will have strong presentation and negotiation skills, and at least three years of print and/or online ad sales experience.
Location: Framingham, MA
Contact: W. Silverman, Fax: 201-712-9786, Phone: 201-587-7318, Email: wayne_silverman@pcworld.com

Sales Coordinator (2) (PCW)
As an integral part of the selling efforts of the PC World Online Technology Network, the sales coordinator will assist the outside sales representatives in the closing of business. With direction from the outside sales team, the sales coordinator will respond to Requests for Proposals (RFP's). He or she will process and coordinate PCWorld.com Network insertion orders. The sales coordinator will be a crucial point of contact between sales reps, clients and other departments to insure that online campaigns run efficiently. He or she will support sales reps and account executives in specific territories with client services, meetings and other operational needs as well as providing backup to other coordinators when needed. Qualified candidates will have familiarity with the publishing and online industry. Other requirements include excellent organizational, communication and critical thinking skills; self-motivation and enthusiasm for increased knowledge of the industry; good instinct for sound decision-making and problem-solving; friendly, open disposition with a flexible and positive 'can do' attitude. PC literacy with a firm knowledge of database programs, Word, Excel, PowerPoint, email and the Internet are required. *These positions are located in San Francisco, CA and New York, NY or Boston, MA.*
Contact: D. Calamaro, Fax: 610-359-8829, Phone: 610-359-8809, Email: don_calamaro@pcworld.com

Coming up

Computerworld's Technical Recruiting and Retention Conference
Nov. 15
Redwood City, Calif.
Contact: Price Lampert Associates
800-488-9204

The European IT Banking Forum
Nov. 29-30
Milan, Italy
Contact: IDC Italy
www.idcresearch.it/forum/banking99/index.html

Trends in the Latin America Business Wireless Market
Dec. 1
Coral Gables, Fla.
Contact: IDC Latin America
Tel: 305-267-2616
www.idc.com/Events/default.htm

ComNet Vietnam
Dec. 2-3
Hanoi, Vietnam
An IDG World Expo (Asia) event
Contact: Lam Nguyen
lam_nguyen@hcm.vnn.vn

Asia/Pacific IT Forum
Jan. 23-25
Singapore International Convention and Exhibition Center
Contact: Mike Cleary, IDC Australia
mcleary@idc.com
www.idc.com.sg/APITF

The Eighth Annual Enterprise Value Retreat and Awards Ceremony
Jan. 30-Feb. 2
Westin La Paloma
Tucson, Ariz.
www.cio.com/conferences

Webby Awards "IPO" raises $3,000 for charity

Wall Street may not have taken any notice, and there were no Securities and Exchange Commission officials milling about, but The Webby Awards' "IPO" was a nevertheless a huge success, according to its organizers.

The Initial Pumpkin Offering — a pumpkin carving contest was held last month to benefit the Bay Area Video Coalition's (BAVC) Joblink program, which trains low-income workers for high-tech careers in the multimedia industry.

"We had a great turnout – about 300 people – and raised nearly $3,000 for BAVC," said **Maya Draisin**, director of the International Academy of Digital Arts and Sciences, the guiding organization behind The Webby Awards. While the "IPO" welcomed walk-ins, almost 2,000 invitations went out from The Webby's database. Three local television stations covered the carvers.

Pumpkins were sold for $5 each, t-shirts for $10 to benefit Joblink. Competitions were held in the Speed Carving (15 minutes or fewer), General Carve and Team Carving categories. Winners were judged by all the attendees, who were given seed capital (a packet of pumpkin seeds) and asked to place it in their favorite carved pumpkin. The winner of the Team competition was Vivid Studios with their devil pumpkin complete with external horns and nose. Also on hand were master carvers, the Brothers McAuliffe (www.pumpkincarver.com), carving giant pumpkins.

IDG WORLD UPDATE

*The Webby Awards President **Tiffany Shlain** atop one of the giant pumpkins. Her colleague **Maya Draisin** noted: "We thought by making [the IPO] a benefit, it would allow us to give back to a non-profit group that is doing great work with technology."*

"Investor funding" was provided by Hummer Winblad Venture Partners, eHow.com, AboveNet, BigWords and Freestyle Interactive. Beverages were provided by Lagunitas Brewing Co. and Bartenders Unlimited, and all prizes were provided by South Park merchants and restauranteurs. WU

ICe

continued from page 1

nent conference and expo for technology decision-makers, industry luminaries and executives to gather and share ideas," said **Charlie Greco**, president of IDG World Expo, owner and manager of the ICe show. "ICe San Francisco was a phenomenal success, and we look forward to the next ICe show in Boston in March 2000."

ICe also offered expo attendees the opportunity to vote for the ICe "Best of" Awards, which were presented at a ceremony held on the exhibition floor. Winners included:

- Information Providers/Intergrators – WebVision
- Network Infrastructure – Computer Associates International, Inc.
- Service Providers – WareNet
- Web Tools – Digital Bridge
- Electronic Commerce Software & Services – MOAI Technologies
- Internet Security – iPivot
- Honorable Mention for "Best of" award – MapQuest.com
- "Best of" overall show award — Xpedior

ICe attendees were invited to vote for "Best of" awards in eight categories.

ICe Boston 2000 will be held March 27–30 at the World Trade Center. For more information, contact **Juliana Benson** at 508-424-4832 or juliana_benson@idg.com or visit www.iceexpo.com. WU

noteworthy people

Edson

Abreu

Riddle

Bowden

IDG WORLD UPDATE PHOTOS

Promotions

PC World Research Assistant **Karen Edson** has been promoted to research analyst. "This well-deserved promotion recognizes Karen's achievements in mastering the intricacies of MRI, CIMS and Telmar, as well as in providing other critical research support to *PC World* sales, marketing and editorial," said **Bettina Eichel**, vice president, research. "Karen made a radical career move a year ago, leaving Red Rock microbrewery and joining *PC World* in September 1998. Karen's contributions to the research department have been numerous and growing, including becoming a key contact for syndicated and secondary market data and assuming responsibility for managing the Harvey ad readership studies. We're delighted to have her continuing *PCW* research support and contributions for this century and the next."

New employees

Susan Kleene joins ITworld.com in San Francisco as a product development manager, IT Careers. She was previously an interactive project manager at TMP Worldwide and earned a B.A. in communications from the University of California/Santa Barbara.

Marge Bonomo joins *Computerworld* as vice president, key accounts, East. She was previously channel group sales director with CMP and enjoys outdoor activities such as hiking, skiing and biking.

Joseph Charron joins IDC's Irvine, Calif., office as a client services representative. He was previously an executive recruiter with The Culver Group and holds an associate's degree from Orange Coast College in Costa Mesa, Calif., as well as a professional photography certificate. In his spare time he enjoys securities trading, travel and photography.

Previously a project coordinator with Avon Products, Inc., **Tara James** is now marketing/event coordinator for Mac Publishing. She earned a B.A. in political science from the University of Richmond (Va.), enjoys arts, antiques, basketball and golf and recently became engaged.

IDC West in Mountain View, Calif., has hired **Michael Schaeffer** as a senior account manager in hardware sales. He was previously a senior national account manager with Westech Expositions. He holds an associate's degree from West Valley College in Saratoga, Calif., and is working toward a B.A. in marketing from the University of Phoenix. Away from the office, "studying, golfing, and my two kids are about the extent of my life now," he says.

Molly Bowden is IDG World Expo's new marketing manager. She was previously with Diversified Business Communications as marketing coordinator. She graduated from Denison University in Grantville, Ohio, with a B.S. in communications and likes tennis, hiking and boating.

Director, Business Development **Heather Lamm** comes to *The Industry Standard* from Futurestep, Inc. where she was the director of candidate services. She holds a B.A. in political science from Brown University in Providence, Rhode Island, and an M.B.A. from the Kellogg School of Management in Northwestern University in Chicago. She likes to ski, cook and run.

Transfers

IDG News Service San Francisco Bureau Chief **Elinor Abreu** is now a staff writer with *The Industry Standard* where she "snoops around for zippy stories." She earned a masters degree in journalism from the University of Arizona, pursues "the sublime" in her off hours and recently fought city hall and won to get a No-left-turn sign installed at a hilly intersection near her house to end the frequent car accidents there.

Stephen Riddle moves from his role as senior research analyst at *PC World* to *The Industry Standard* where he will be research manager, the primary research contact for sales and marketing. He earned a B.S. in managerial economics from the University of California/Davis and an M.B.A. from San Francisco State University. Away from the office he enjoys climbing walls (at the gym) and other recreational sports.

Previously *Macworld*'s digital production manager, **Mac Scott** is *The Industry Standard*'s new digital prepress manager overseeing the magazine's pre-press production workflow. In his spare time he enjoys hiking, camping and programming.

The Industry Standard has hired **Clayton Haberman** as production systems manager. He recently worked as manufacturing technical director at Mac Publishing. He earned a general associate's degree from Orange Coast College in Costa Mesa, Calif., collects wine and orchids, rides motorcycles and "survived another year with two kids."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Macworld Italia editor recovering after near-fatal accident at trade show

Macworld Italia Editor **Enrico Lotti** is recovering in a Milan hospital after being badly injured at the SMAU trade show on Sept. 30. He had been walking along a road inside the Milan exhibition area when a heavy iron advertising booth suddenly fell on top of him. Enrico sustained life-threatening injuries including internal bleeding, multiple fractures and lung abrasions. However, IDG Italy Managing Director **Mario Toffoletti** reports that he is out of intensive care and is feeling much better following surgery in late October. Get-well wishes may be sent to him at Via Zanella 64, 20138 Milan, Italy.

nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15
Kirsten Rådberg *IDG Denmark*

14
Jeff Edman *PC World*

13
Susan Middleton *IDC*
Jose Luis Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

12
Jeff Oterson *PC World*

11
Harvey Diamond *PC World*
Donna Fraser *CIO Canada*
John Rousseau *IDG Games Media Group*

10
Sandy Wong *PC World*
rco Bertolotti *IDG Italy*

9
Oliver Lawrence *InfoWorld*
Don Seay *Network World*

8
Anne McCrory *Computerworld*
Peter Horan *Computerworld*
Karen Weiss *Network World*

7
Nadia Maudsley *PC World*
Laura Nurzynski *IDC*
Chris Whelan *IDC*
Jeffrey Symoens *InfoWorld*

6
Barbara McDonald *PC World*
Laurie Pastrone *IDC*
Adam Gaffin *Network World*

5
Julian Milenbach *PC World*
Vince Naccarato *CIO Canada*
Fanny Yang *IDC Beijing*

4
Patricia Hyde *Computerworld*
hn Cafarella *Computerworld*
Carol Sliwa *Computerworld*
Peter Halliday *ITworld.com*
John Brown *IDC*
Thuy Hong Duong Le *InfoWorld*
Johanna Rucich *IDG Books*
Lenora Chin-Sell *IDG Books*
Fay Harward *IDG U.K.*
Linda Bishop *Network World*

3
Patrick Thibodeau *Computerworld*
Kathleen Dee *Computerworld*
Jean-Olivier Holingue *ITworld.com*
Yvette Joplin *PC World*
Laura Brehm *IDC*
Mary Gallagher *IDC*
Terrance Broadnax *IDG Books*
Linda Cook *IDG Books*
Vincent Huyghe *IDG France*
Jerome Munnier *IDG France*
Allan Hartstein *IDG Australia*

2
Samantha Hadley *Computerworld*
Cindy Wager *Computerworld*
Vicki Klum *PC World*
Rio Penas *PC World*
Michael Schroeder *InfoWorld*
Janet Seib *IDG Books*
Laura Brown *IDG Books*
Melanie McCullough *IDG Books*
Sarah Taylor *IDG Global Solutions*
Åsa Grandquist *IDG Sweden*
Chris Sipe *IDG Games Media Group*
Lisa Hovsepian *Network World*
John Chambers *Network World*

1
Eric Schmierer *Computerworld*
Jean Consilvio *Computerworld*
Sally Kot *IDG Hong Kong*
William Nash *IDC*
Mary Jansen *InfoWorld*
Brigida Bergkamp *IDG Books*
Elyn Wollensky *IDG Books*
Christopher Mezzetta *IDG Books*
David Moga *IDG Books*
Fabrice Alessi *IDG France*
Sandrine Husset *IDG France*
Isabelle Pigner *IDG France*
Richard Gilloin *IDG France*
Mark Williams *Digit (U.K.)*
Nancy Parquette *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

InfoWorld employees raise money, awareness to fight breast cancer

Rebels With a Cause (L-R): ***Traci Keller, Erin O'Connor, Whitney Nagy****, Shannon Loughead,* ***Tiffany Galvan*** *and* ***Julia Reid****.*

Last month five *InfoWorld* employees raised close to $1,400 in the fight against breast cancer. The group, who along with a friend dubbed themselves "Rebels With a Cause," participated in "Making Strides Against Breast Cancer," a five-mile walk through San Francisco's Golden Gate Park.

The event kicked off at 8 a.m. with registration, breakfast, speeches and live music and "a generally upbeat atmosphere," according to **Julia Reid**, SMART Solutions customer service manager and team captain. Reid walked with colleagues **Traci Keller**, business development group account executive, who served as co-captain; **Erin O'Connor**, online sales associate; **Tiffany Galvan**, sales associate; **Whitney Nagy**, sales associate, and her friend Shannon Loughead.

Making Strides Against Breast Cancer is a nationwide series of non-competitive walks, now in its sixth year, designed to raise both money and awareness for the fight against breast cancer. Over the past six years, Making Strides Against Breast Cancer has raised more than $20 million for research, education and outreach programs on the local and national level. According to the American Cancer Society, more than 180,000 women -- and men -- will receive a diagnosis of breast cancer this year, and nearly 44,000 patients will succumb to the disease.

For more information, visit the American Cancer Society at www.cancer.org. WU

celebrating 10!

Name
Vincent Half

Home
Hillegom, The Netherlands

Joined IDG
Jan. 1, 1987

Career path since joining IDG
Assistant to the production manager, production manager, publication manager, publisher.

Current title
Publisher in charge of the CD-ROM department, IDG Nieuwe Media. Every quarter we publish the C!T-ROM, a multimedia magazine on two CD-ROMs based on the Dutch version of *PC World, Computer!Totaal*. C!T-ROM is a steady seller; every quarter we sell 12,000 copies mainly to subscribers, we also distribute through newsstands. We publish a range of consumer CD-ROMs based on TV quiz show formats, IDG Interactive TV Games. Every released product in this range is a very good and steady seller.

Interests outside the office
Music, fitness and a lot of fun.

Of what accomplishment at work are you most proud?
Building a new brand of CD-ROM products. Although IDG Interactive TV Games was introduced just recently, all market parties are very positive in their reaction.

Fantasy job
Publisher of the best music magazine on the Internet.

Five people - living or dead - you'd invite to a dinner party?
Paul McCartney, Francis Ford Coppola, Madonna, Dennis Hopper and Brian Wilson.

*IDG Chairman **Pat McGovern** (right) recently escorted **Vincent Half**, publisher at IDG Nieuwe Media in The Netherlands, and **Maya Timmer**, InfoWorld Nederland designer, to dinner in honor of their 10+ years of service to IDG Netherlands. Maya's profile appeared last week.*

One possession you'd grab if your house were on fire?
My cat.

If you won the lottery tomorrow, you would
Do nothing for six months, after that, try to fullfill my fantasy job.

Manager's profile
"Vincent is an independent, no-nonsense goal-getting colleague, who will take all responsibility to achieve the best possible results for his business unit. His approach has secured IDG the best possible deals with television companies, allowing us to produce the most popular TV game show for CD-ROM."

— Paul Molenaar, managing director, IDG Netherlands

New IPS phone numbers in Boston

The direct-dial telephone exchange for International Publishing Services staff in Boston has changed from 303 to 239 (see examples in masthead below). This change affects Boston-based IPS staff in all departments: administrative, licensing, IS, IDG News Service and *IDG World Update*. The general office number (617-423-9030) and the general fax number (617-423-0712) remain in effect.

IDG **WorldUpdate**

Editors
Patricia Smith 617-239-7826
Internet: patricia_smith@idg.com

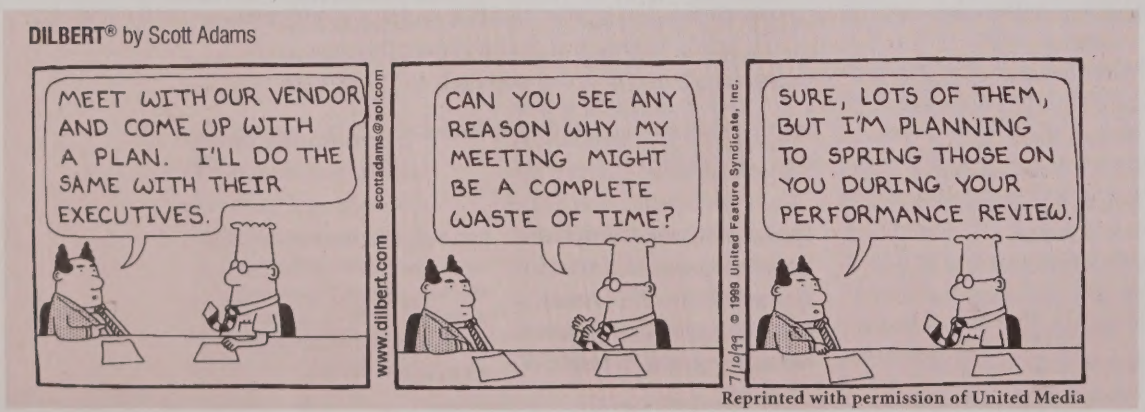
Penny Winn 617-239-7825
Internet: penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
Internet: david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.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CAN YOU SEE ANY REASON WHY MY MEETING MIGHT BE A COMPLETE WASTE OF TIME?
SURE, LOTS OF THEM, BUT I'M PLANNING TO SPRING THOSE ON YOU DURING YOUR PERFORMANCE REVIEW.
scottadams@aol.com
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PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDC showcases its worldwide strength in West Coast meetings

IDC sales stars

Terrence Shan

See page 4 for the list of IDC sales awards presented at the worldwide sales meeting

Steve Phillips

Claudia Jachtmann

Sales staff convenes in first worldwide sales conference

On the cusp of entering its most exciting period of new markets and new initiatives, IDC held its first worldwide sales conference Oct. 16-20 in Newport Beach, Calif. "Navigating the Course for Success" brought together 130 attendees from 15 countries to further strengthen their unparalleled capabilities as a global sales team.

The five-day meeting included formal large- and small-group presentations, knowledge-sharing workshops and individual account strategy sessions. Breakout sessions were designed to promote cross-regional, cross-functional information sharing among major account representatives, new business reps, volume sales reps and operations staff,

continued on page 2

Global Research Advisory Council praises IDC's customer focus

IDC held its eighth annual Global Research Advisory Council (GRAC) Oct. 17-19 and came away with high marks overall – and a list of action items to work on – from the 70 client attendees. The meeting in Newport Beach, Calif., enabled clients to give feedback to IDC senior managers, learn about current and planned developments at IDC and network with industry colleagues and high-level IDC staff.

This was the largest GRAC meeting to date, having included for the first time strategic-level clients as well as top-tier accounts. The invitation-only group consisted of companies that drive worldwide IT strategies: GRAC client companies

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IDG Ventures announces new $100-million venture capital fund

The IDG Ventures CEOs and their proud backers gathered in California's wine country last month for IDGV's second annual portfolio meeting. Twenty-one of IDGV's 22 portfolio CEOs met for two days of sharing experiences, market forecasts, company pitches, product demos and well-deserved relaxation.

*(Front row, L-R): Matt Glickman, BabyCenter; **Pat Kenealy**, **Daniel Lopez**, **Ashish Raina**, **Kim Davis**, **Donna Bachle**, all IDG Ventures. (Middle, L-R): Kent Godfrey, Andromedia; Court Lorenzini, Point.com; **Hugo Shong**, IDG Asia; **Steve Coit**, IDG Ventures Board of Advisors; **Jim Breyer**, IDG Ventures Board of Advisors; George Conant, IDG Ventures affiliate; **Susan Cheng**, IDG Ventures; Robert Goldman, GetMedia; Fabio Righi, Digital Persona; **Ken Fraser**, IDC Europe; Kevin Applebaum, Tavolo. (Back, L-R): **Vince Coppey**, IDG Ventures; Larry Tesler, Stagecast; Tom Higley, Service Metrics; Niel Robertson, Service Metrics; Bob Johnson, PhotoAlley; Greg McHale, Virtual Ink; **Quan Zhou**, IDG Asia; **Patrick McGovern**, IDG; David Reid, NextPlanetOver; Sam Boyle, SailNet; Vance Bjorn, Digital Persona; Daniel Lewin, Aurigin.*

IDG Ventures last month announced the launch of Pacific Technology Ventures USA II, a $100-million venture capital fund investing in early-stage Internet and information technology start-up companies.

The fund will be managed by IDG Ventures General Partners **Susan Cheng**, **Kimberly Davis**, **Patrick Kenealy** and **Patrick McGovern** from offices in San Francisco, Calif., and IDG will be the fund's sole limited partner. The new fund will invest principally in first-round financing of private Internet, computer hardware and software companies, with most initial investments being between $1 million and $3 million.

The new fund is a successor to the first Pacific Technology Ventures USA fund, an $80-million fund with similar investment objectives, which made its first investments in 1996, inspired by IDG's earlier investments in Netscape, Infoseek and Excite. Since 1996, IDG Ventures USA has invested $42 million in 22 companies, the majority of them dedicated to Internet infrastructure, content, and e-commerce.

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IDG rules in Microsoft ruling coverage

The staffs of IDG's U.S. weeklies and the IDG News Service went into overdrive on Nov. 5 covering the ruling by a U.S. federal judge that Microsoft Corp. is a monopoly. The competition apparently went out for margaritas.

The 207-page ruling was issued at 6:30 p.m. East Coast time, leaving only an hour before *Network World*'s 7:30 deadline. A page-one pointer was created and space left in the issue for the story. The NW Fusion team put the story online, with a reaction forum and related links.

PCWeek's page 1 pointer suggested reading about it online.

The Industry Standard pushed its deadline from 2:00 p.m. to 7:00 p.m., while reporters added news and industry reaction to background material and a detailed timeline of the case created earlier. The story was filed at 5:00 p.m. and to the printer by 7:01, with simultaneous coverage on the Standard's Web site.

InternetWeek made no mention of the story.

Computerworld had designed a front page and graphic weeks before. Its Washington, D.C., correspondent dictated ruling highlights to the editors, who had their first story on the Web at 6:50 p.m. Ninety minutes after the decision was handed down the final story was written for page 1 with a long jump on page 4, while lead editors began sitting for radio interviews.

An *InfoWorld* team of nearly 20 gathered news and analysis for a page 1 story with a long jump, while the printer held its regular deadline. Multiple elements were posted to InfoWorld.com's "Microsoft Under Fire"

Information Week buried a third-of-a-page story.

"Journalism has always been an inconvenient profession," said *InfoWorld* Editor-in-Chief **Michael Vizard**, "so we have a tendency to overlook the heroic efforts people go to in order to make everything look easy."

Not so for this. Well done, IDG!

Local color and the quirkier aspects of the IT arena abound in the News Service's World Beat column

The IDG News Service recently introduced a new feature, World Beat, a weekly column in which News Service reporters around the globe provide an inside glimpse of the local IT scene. The feature can be easily accessed by clicking on the World Beat logo on the News Service's home page (www.idgns.com).

The News Service has been covering the IT beat since its inception in 1984. World Beat gives its 12 columnists a chance to cut loose a bit from straight reporting and cover the sometimes quirkier aspects of the IT arena with a breezier, feature-oriented style.

Recent columns have included U.S. Correspondent **Jack McCarthy**'s report on the seemingly unstoppable IT-driven economic boom in Silicon Valley, London Bureau Chief **Jana Sanchez** on the venture-capital bar scene in London and Munich Correspondent **Mary Lisbeth D'Amico** on the man in Germany who may well be the creator of the first Internet symphony.

News Service staff initiated World Beat after **Lars Dahmén**, editor-in-chief of *Computer Sweden*, asked if they could provide such a service. "The growing competition from free and fast news sites on the Internet will make the traditional news story — 'another new product from another boring company' — less important for us and IDG News Service," he noted. "I think the World Beat column is a good example of how the News Service can provide us with stories that are impossible for us to create on our own. The column shows the global strength of IDG and gives our local publication an international flavor none of our competitors can get even close to."

In addition to *Computer Sweden*, InfoWorld Electric and Computerworld Online have picked up the column, and it has also received prominent play on CNN's Web site. Photos of the columnists are downloadable from the News Service site, along with an archive of previously published columns.

Each of the News Service's 10 bureaus will contribute to World Beat on a rotating basis, with the larger bureaus contributing more frequently.

For more information on World Beat, contact IDG News Serivce Executive Editor **Elizabeth Heichler** at elizabeth_heichler@idg.com. WU

Sales

continued from page 1

and customer service reps and support staff.

"Our customers, including IT vendors, users, financial analysts and e-business executives, expect IDC to treat them in a true global manner," said Senior Vice President/Worldwide Sales **Don Best**. "This means that the IDC sales team must function as a global team. Over the past few years, we've leveraged various technologies, including video-teleconferencing and Web conferencing, to achieve the level of communications necessary to help us become a global team. However, we've recognized the importance of 'face time' and the bonding value of informal social interactions and team-building activities."

Best opened the conference with an overview of IDC's worldwide sales direction: Serving customers with a customer-centric, globally integrated sales organization, while continuing to follow core IDG and IDC values. He noted that the markets IDC serves are rapidly changing, thus IDC must continually refine its sales approach by listening to customers and prospects and continuing to invest in training, infrastructure and process development.

"IDC has pioneered the concept of global selling and global account management, and we remain the leaders, not just in our industry, but in most industries," Best noted. "Our objective is to maintain this leadership by continuing to make global selling one of our highest priorities."

As IDC sales has become more globally integrated in response to customer requirements, IDC created the Worldwide Sales Executive Council as a means of establishing a consistent worldwide strategic direction in areas such as policies, processes, infrastructure, training, compensation and more. The council, composed of Best, sales vice presidents **Michael Deutsch**, **Brad Thorpe**, **Nathan Hill** and Group Vice President/Global Sales EMEA **Keith Henry**, met for the first time at the conference. The members later held a roundtable discussion and questions-and-answer session for all attendees. WU

Q and A

Jeff Meers
The president of IDG Global Solutions is this week's columnist.

IDG Global Solutions at-a-glance

Headquarters
Staines, England

Established
1991 as IDG's Marketing Services Division; later known as IDG Marketing Services; renamed IDG Global Solutions in 1999.

Number of employees
60 across 12 offices worldwide

Locations
London (Staines), San Francisco, Boston (Framingham), Stamford, Conn., Miami, Paris, Munich, Tokyo, Hong Kong, Singapore, Taiwan and Seoul.

Major accomplishment in 1999
Taking the first step in integrating IDG teams locally, regionally and globally in order to more easily accommodate fast-changing client demands.

Major goal for 2000
To make more progress in integrating IDG's global teamwork, i.e. "CollaborAction." CollaborAction was launched last year in the U.S. and we have adopted it wholeheartedly. In fact, IGS France working with IGS U.S. just won the first IGS bonus award for their selfless and successful teamwork on one of IDG's biggest clients. Teamwork like this is IDG's competitive advantage.

Q What is IDG Global Solutions' mission?

A Our mission is simple: to sell more IDG products to our international clients and to find new advertisers for IDG. International clients are increasingly making global and regional decisions on how to invest their marketing dollars. Some wish to book their campaigns from a regional or global hub. Wherever the booking is made IDG needs to service the client at all four levels – product manager/magazine champion, country level, regional headquarters and global headquarters.

Q How does IGS create more sales revenue?

A By delivering to the clients what they want and what they need. They want to buy a multi-country audience, and they need IDG to understand what they are trying to achieve. In this way we partner with them – at all four levels.

Q What is IGS doing to get additional revenue for IDG businesses?

A Everything we do is geared single-mindedly to driving revenue into IDG. First, we are constantly updating our global client database. Business Development Director **John O'Malley** (formerly of Compaq Europe and Gateway) is an econometrician. He looks at client size, financial success, IT industry and advertising-spend perspective and critically overlays IDG's knowledge of bleeding edge/winning technologies in order to target our sales force on the most exciting new client opportunities. Our existing clients are not all growing as fast as the market, some drop out, others move to local buying, so we need a constant supply of new advertising to maintain momentum. Focusing our sales efforts on the best new opportunities will be the key to IDG moving further ahead of our competitors.

Second, online is IDG's future, although the linkage of online with print will continue to be the winning combination. We are developing an aggressive new online strategy with IDG's key online managers. Recruitment is such a strategically crucial part of IDG's growth plans; IGS has hired the best international team to sell it. The JobUniverse initiative is central to sustaining IDG's competitive advantage.

IGS's extensive new business experience has led us to conclude there is a seven-point client marketing decision process. In order to switch clients investment into the more rewarding ROI that IT press has to offer, we have to start early in this process. We don't wait until the client has made their media and country choice. We seek to influence their marcomm planning up to six months before any media plan is written.

This demands proactive selling to decision makers who are just starting marketing planning. The best data on clients and products is therefore essential not only to identify the opportunity but to help focus the client on how best to succeed.

We hire the best sales people, usually with client experience or speciality knowledge. They are entrepreneurs, and we expect them to spot a new chance – especially if it can benefit all parts of the IDG portfolio – as well as just page sales. At the end of the day we find that salespeople who are former clients often best appreciate and sell the true value of IDG's buyer audience.

Q What actions can IDG business units take to help build revenue with IGS?

A Publication information and IT market research. Tell us everything you are planning, preferably in advance. We can take up to six months typically to convert a completely new advertiser. The more country data, publication competitive maps, and circulation and readership data the better.

In addition, information detailing the profile of your readers is used as an essential selling tool. It is as important for them to understand the reader's value and the likely ROI. We cannot be sent too much information!

The most important initiative is to ensure the local client wants IDG on the schedule. Teamwork between regional and local salespeople always wins.

Finally, ensure the local IDG salesperson gets commission on a centralized sale – otherwise human nature invites unhealthy competition.

Q What's the most challenging part of your job?

A Clients look to IGS to deliver a global audience(s) in an efficient and productive way. Client organizations can often create conflicts of interest between countries and continents. They look to IGS to cut through this and efficiently deliver against their objectives to make it as easy as possible for them. This can be quite complex to deliver, involving many countries and many people. In addition, our customers are getting smarter. Both our readers and our advertisers (and their agencies) are better informed. Of course this plays into IDG's hands – we own the best information worldwide! The market moves fast. We have to move faster.

IDC recognizes outstanding sales performers at worldwide meeting

100% or more performers

Individual U.S. salespeople who achieved or exceeded 100% of CIS* and/or total plan were recognized at the worldwide sales meeting:

Bonnie Aarons
Bryan Donovan
Kevin Dunne
Jim Farley
Arline Clements
Shane Peros
Dick Denechaud
Denise Haines
Steve Fontaine
Trace Weatherford
Carla Nash
Jose Rodriguez
Dan Cardamone
Susan Davis
Randi Siegal
Bruce Atlas
Pat Murphy
Simon Salamon
Steve Phillips
Tom Mahowald
Brad Christenson
John Shirley
Djuna Woods

Sales managers who achieved or exceeded 100% of their team plans were:

Steve Fontaine
Jose Rodriguez
Brad Christenson
Simon Salamon

** Continuous Information Service*

IDC celebrated the achievements of its sales force during the first night of the company's worldwide sales meeting last month in California.

Following the black-tie dinner, the attendees said good to FY99 and made a champagne toast for FY00, complete with noisemakers and a round of "Auld Lang Syne." The crowd was then surpirsed by a marching band, which led the group through the hotel grounds to a rocking performance by gospel singers followed by dancing into the evening.

*Worldwide Sales Awards presented by **Kirk Campbell**, president and CEO*

- Country Salesperson of the Year, **Terrence Shan**, IDC Hong Kong
- Country Salesperson of the Year Runner-up, **Kathryn de Carlo**, IDC Canada
- President's Award for Sales Excellence, **Claudia Jachtmann**, IDC U.K.
- President's Award for Sales Excellence, **Steve Phillips**, IDC U.S.

*U.S. Overall Sales Awards presented by **Don Best**, senior VP, Worldwide Sales*

- Q4 Salesperson of the Quarter, **Djuna Woods**
- Q4 Special CIS Incentive Winners, First Place, **Djuna Woods**; Second Place, **Trace Weatherford** Rookie of the Year, **Kevin Dunne**
- Consulting Salesperson of the Year (tie), **Bonnie Aarons** and **Steve Fontaine**
- Research Champion Award (outstanding product champion as voted by U.S. sales), **Joe Loiselle**/SmartBuy
- Corporate Champion Award (outstanding corporate champion, as voted by U.S. sales), **Brian Harold**/Interactive Products and Services
- Sales Champion Award (most helpful salesperson, as voted by analysts), **Dan Cardamone**
- Customer Service Representative of the Year (as voted by U.S. sales), **Tina Adams**
- Salesperson of the Year, (best overall performance), **Dick Dennechaud**

*U.S. Strategic Accounts Awards presented by **Michael Deutsch**, group VP, Strategic Accounts*

- Strategic Accounts Salesperson of the Year, **Carla Nash** (second year in a row)
- Strategic Accounts ISR of the Year, **Lisa McCoy**
- Strategic Accounts New Business Representative of the Year, **Trace Weatherford**
- CIS Achiever of the Year, **Trace Weatherford**
- New CIS Business Development Award (tie), **Steve Phillips** and **Kevin Dunne**

*U.S. Major Accounts Awards presented by **Brad Thorpe**, group VP, Major Accounts*

- Major Accounts Salesperson of the Year, **Denise Haines**
- User Accounts Salesperson of the Year, **Arline Clements**
- Financial Accounts Salesperson of the Year, **Jim Farley**
- CIS High Flyer of the Year, **Dick Denechaud**
- New CIS Business Development Award (tie), **Kevin Dunne** and **Steve Phillips**
- Major Accounts CIS Business Development Award (highest CIS with one account - Sun), **Denise Haines**

*Asia/Pacific Awards presented by **Dennis Philbin**, VP/GM, Asia/Pacific*

- For Excellence in Developing New Business, **Y.S. Hong**, IDC Korea
- For Excellence in Developing New Business, **Terina Scott,** IDC Australia
- For Excellence in Achieving over 40% growth in sales for the Asia/Pacific Business Unit , **Nathan Hill**, IDC Asia/Pacific

*Canada Awards presented by **Paul Brannen**, director Sales/Marketing, IDC Canada*

- Account Executive of the Year – Major Account Sales, **Steve Poelking**
- Account Executive of the Year – Growth/Strategic Account Sales, **Kathryn de Carlo**

*Japan Awards, presented by **Kenji Muto**, general manager, IDC Japan*

- For achieving sizable bookings since his arrival to IDC last November, **Masaaki Nakamura**
- Recognition of the Strategic Sales Group for their considerable booking contributions and dramatic increase of report sales, **Shunsuke Murahashi**, **Hiroshi Wada** and **Noritaka Terada**.

*Europe, Middle East and Africa presented by **Keith Henry**, group VP, Global Sales, EMEA*

The EMEA sales staff was recognized as a whole for its excellent contributions during FY99, since awards were not to be made until the EMEA meeting this month. WU

Job Opportunities – Monday, November 15, 1999

West Coast Bureau Chief (CIO) - CIO Communications is seeking a West Coast Bureau Chief to join its editorial team. This individual will report and write feature articles and other shorter pieces for CIO magazine and its website. Responsibilities include generating story ideas in an entrepreneurial idea-development process; working closely with in-house and freelance writers and editors on story development, direction, and focus; and nurturing relationships with readers, sources, and vendor company representatives. Candidates must possess the ability to work well in a collaborative environment. College degree, knowledge of business and technology issues, and 5+ years business feature writing experience required. Location: San Francisco, CA
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Office Service/Facilities Coordinator (CIO) - CIO Communications, Inc. is seeking a highly energetic, service oriented individual to provide support to the General and Administration department in coordinating facility-related services. Responsibilities include: sorting and distributing mail, FedEx UPS, and interoffice/intercompany mail according to department schedule; shipping and receiving; moving furniture; and set-up and maintenance of conference and storage rooms. Candidates must be detail oriented, well organized, be able to juggle multiple tasks and have the ability to communicate effectively with all levels of staff. High school diploma and at least two years experience in a business environment required. Valid MA driver's license with a good driving record and ability to lift 50 lbs. and maneuver 150 lbs. is required. Knowledge of Lotus Notes preferred.
Location: Framingham, MA
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Account Executive (CIO) - CIO Magazine is looking for an Account Executive to join the CIO sales team in the Newport Beach location. The role of this position is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. In this position, you will be responsible for prospecting new clients and supporting existing customers. This position requires excellent verbal and written communication and organizational skills. Demonstrated closing skills and collaborative, creative problem-solving ideas are also necessary. You will be responsible for prospecting/cold-calling with the ability to close business over the telephone. Excellent writing, verbal and communication skills, organizational skills and computer industry knowledge a must with a minimum of 3 years inside/outside sales experience. Location: Newport Beach, CA
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Field Marketing Executive (CW) - Computerworld is seeking a Field Marketing Executive to own "B" and "C" level accounts, work with the Account Director on "A" level accounts, pursue all assigned advertising sales opportunities, use solutions-selling techniques to create powerful sales and marketing strategies and grow existing business from Computerworld customers. Requires the selling of multiple Computerworld products to customers and their advertising agencies. Will also participate on the Field Marketing team to develop powerful sales tools for the national sales team. Advertising sales experience is required, preferably in the IT industry. Contacts in the computer industry a plus. Knowledge of technology, Internet Commerce and Telecommunications is also desired. Requires excellent verbal and written communication and organizational skills. Demonstrated closing skills and collaborative, creative problem-solving ideas are also necessary. A minimum of 3-5 years of experience in customer-focused sales environment and a bachelor's degree or equivalent work experience are required. Location: San Mateo, CA
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Field Marketing Executive (CW) - Computerworld is seeking a Field Marketing Executive to own "B" and "C" level accounts, work with the Account Director on "A" level accounts, pursue all assigned advertising sales opportunities, use solutions-selling techniques to create powerful sales and marketing strategies and grow existing business from Computerworld customers. Requires the selling of multiple Computerworld products to customers and their advertising agencies. Will also participate on the Field Marketing team to develop powerful sales tools for the national sales team. Advertising sales experience is required, preferably in the IT industry. Contacts in the computer industry a plus. Knowledge of technology, Internet Commerce and Telecommunications is also desired. Requires excellent verbal and written communication and organizational skills. Demonstrated closing skills and collaborative, creative problem-solving ideas are also necessary. A minimum of 3-5 years of experience in customer-focused sales environment and a bachelor's degree or equivalent work experience are required. Location: Irvine, CA
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Sales Associate (2 positions) (CW) - The Sales Associate will be responsible for providing sales support for the Account Director in the territory and will provide support to other sales teams as required. The Sales Associate will also be responsible for all sales administration functions, on-line sales, prospecting within the territory and participating as a value-added member of the sales team on sales calls. The Sales Associate position requires excellent verbal and written communication and organizational skills. Attention to detail and follow-up are necessary. Knowledge of technology, Internet Commerce and Telecommunications is desired. A minimum of 1 - 5 years of sales-related experience and a bachelor's degree or equivalent work experience are also required. Location: San Mateo, CA
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Business Development Manager (IDC) - Responsible for the business development, planning, and marketing of the IDC hardware group. The position will have three primary functions: 1) Assist in the business management of the IDC hardware group, 2) Drive the business development efforts of the group, and 3) Manage the marketing of the systems, storage, and semiconductor portion of the hardware group. Successful candidate will have 5+ years experience, superior financial skills and spreadsheet proficiency. MBA preferred. Location: Framingham, MA
Contact: M. Cornetta-Brown, Fax: 508-935-4302, Phone: 508-935-4432, Email: idc_jobs@idc.com

Associate Analyst, Personal Computers (IDC) - This person will be responsible for the duplication of the bi-weekly Smart Handheld Devices newsletter, reporting on various handheld products (PDAs, organizers, Windows CE devices, etc.), gathering quarterly vendor shipment data and maintaining the vendor database, interacting with clients during briefings, assisting with client inquiries, and coordinating specific spreadsheet work related to preparing the team for forecast assignments. Strong writing, organizational, and customer service skills are required. Candidate should have a "can do" attitude, be excited by the PC and handheld device markets, be willing to learn as much as they can about handheld products, vendors and technology and look forward to having fun covering one of the hottest technology markets today. Location: Framingham, MA
Contact: M. Cornetta-Brown, Fax: 508-935-4302, Phone: 508-935-4432, Email: idc_jobs@idc.com

Associate Research Analyst, Collaborative Technologies (IDC) - IDC France is seeking an Associate Research Analyst for the European Collaborative Technologies Program. This position involves undertaking ongoing research and consultancy projects, assessing vendor market shares on a quarterly basis, forecasting the size and growth of emerging and maturing market segments, evaluating strategies of leading networking vendors, and monitoring emerging market opportunities. This position requires some international travel to liase with clients or IDC colleagues. Preferred candidate will have the following skills: educated to a degree level, preferably in economics, business administration or marketing, fluency in English, strong communication skills, the ability to produce and analyze quantitative data, spreadsheet and database skills and the ability to work to tight deadlines. Location: Paris, France
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, LAN & Internetworking Technologies (IDC) - IDC's LAN & Internetworking Technologies research group based in Prague, Czech Republic, is searching for a Research Analyst to provide quantitative and qualitative information, analysis and advice in the local Market Research Area and set up local expertise for primary and secondary research in the emerging ECE and MEA markets. For this new position the successful candidate should have a University Degree, 1-2 years of experience in the IT Market Research Sector, or corresponding experience in the IT industry, especially in the LAN & Internetworking Technology Area, good knowledge of the IT Market, good customer service, the capability of managing new projects from the planning to the implementation phase including presentation of results, writing skills, be able to form, support and communicate a clear opinion, have a keen interest in Communication Technology, commercial awareness, and good spreadsheet and database skills, and good communication skills. Excellent English and team work capability is fundamental. Flexibility, initiative, problem solving, interpersonal skills are all required skills. NOTE: only applicants with working permit in Europe should apply. Location: Prague, Czech Republic
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, Peripherals (IDC) - IDC's Peripherals research group based in Prague, Czech Republic is looking for a Research Analyst. The aim of this new position is to provide quantitative and qualitative information, analysis, and advice on the local Market Research Area and set up local expertise for primary and secondary research in the emerging ECE and MEA markets. The favorite candidate should have a University degree, 1 or 2 years of experience in the Market Research sector, or IT industry experience, especially in the area of IT peripherals, good knowledge of the IT Market, with specific reference to Peripherals including Printers/Photocopiers/MFP, good customer service, capability of managing new projects from the planning to the implementation phase including presentation of results. The candidate should also have superb writing skills and be able to form, support, and communicate a clear opinion, have a keen interest in Communication Technology, commercial awareness. Good spreadsheet and database skills, good communication skills, excellent English and team work capability are fundamental. Flexibility, initiative, problem solving, interpersonal skills are all required. NOTE: only applicants with working permit in Europe should apply. Location: Prague, Czech Republic
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst, Personal Computers Research (IDC) - IDC's Personal Computers research group, based in Prague, Czech Republic, is looking for a Research Analyst. This new position will have the responsibility to provide quantitative and qualitative information, analysis and advice in the local Market Research Area and set up local expertise for primary and secondary research in the emerging ECE and MEA markets. The successful candidate should have a University Degree, 1 or 2 years of experience in the IT Market Research Sector, or PC IT industry experience, good knowledge of the IT Market with specific reference to the PC arena, good customer relation, capability of managing new projects from the planning to the implementation phase including presentation of results and writing skills. The candidate should also be able to form, support, and communicate a clear opinion. Have a keen interest in Communication Technology, commercial awareness, good spreadsheet and database skills. Good communication skills. Excellent computer skills, and excellent English are crucial for this position. Team work capability is fundamental. Flexibility, initiative, problem solving, interpersonal skills are all required. NOTE: only applicants with working permit in Europe should apply. Location: Prague, Czech Republic
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Research Analyst/Sr. Analyst Corporate Computing Vertical Views (IDC) - The Corporate Computing Vertical Views group is looking for a Senior Research Analyst to join its growing vertical market programs. We are looking for a person who is self directed and can excel in a team atmosphere. The person selected will have excellent writing skills complimented by good analytic capabilities. IT industry knowledge a plus, but knowledge of IT issues in other parts of the economy is also desirable. 2 years experience required or substitute a Master's Degree. Must have a BS/BA or equivalent degree. Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Research Manager, Applications & Information Access (IDC) - IDC's Applications and Information Access team is looking for an experienced professional to drive market research and consulting for the fast moving business intelligence and analytic applications market. Research areas cover business intelligence tools (OLAP, query/reporting, data mining) and their application for areas such as customer retention, e-commerce analysis, activity-based management, and workforce optimization. IDC coined the term "analytic applications" to describe the ongoing convergence of enterprise applications and decision support technologies in order to measure and optimize business performance. Outstanding skills in data analysis, communication, public speaking, and project management are recommended. Experience in business development is a plus. Responsibilities include driving primary market research, performing statistical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 5-10 years experience in decision support and data management as a user, product/marketing manager, or developer is preferred.
Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Manager, Commercial Systems (IDC) - IDC is looking for a Research Manager for its Commercial Systems Research Program. Responsibilities will include market sizing, forecasting, market share statistics, competitive analysis, providing recommendations, and analysis on these industries to customers, leading vendor/customer meetings and assisting the tracker programs. Successful candidates will have superior analytical and leadership skills. Excellent verbal and written communication as well as strong quantitative skills are required. Candidates should have advanced Microsoft Office skills, be detail-oriented, and able to work as a team member with other IDC analysts. Experience within the entry server market is preferred. Foreign language is a plus. Location: Framingham, MA
Contact: M. Cornetta-Brown, Fax: 508-935-4302, Phone: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst, Latin America Internet Research (IDC) - A Senior Research Analyst is sought to assist in the further development of IDC Latin America's Internet Research program. Due to strong demand for research covering this exciting market, a new analyst is being sought to cover various aspects of the Internet market. Experience working with Latin American markets in required. Technology research experience a must, Internet and information technology research background preferred. In addition to strong analytical skills, the candidate must have strong Excel skills and well proven English writing skills. In addition to fluent English, strong Spanish or Portuguese language skills are also required. Candidate will work closely with IDC Latin America's growing Internet and telecommunications research analysts at the region and country level and will also interface with IDC's WW Internet team. Location: Mt. View, CA
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Distribution Manager (IS) - The Distribution Manager will be responsible for planning, executing, and monitoring procedures that will ensure the timely and cost-efficient delivery of our weekly magazine. Duties include but are not limited to: establishing and maintaining communication procedures that provide thorough and timely instructions to vendors (printer and air freight carrier); determine schedules for monitoring regularly occuring tasks (such as phoning the printer to make sure magazines are mailed on time, phoning the air freight carrier to make sure they received the magazine shipment on time and phoning the post offices to make sure they received shipments); and tracking US Monitor and Red Tag reports. The ideal candidate will have 3-5 years publishing/distribution management experience. The individual will also have strong written and oral communication skills, the ability to handle multiple tasks simultaneously, and be detailed oriented. Good math aptitude and computer (mac and pc) skills. Knowledge of U.S. Postal regulations and BPA Audit regulations helpful. Location: San Francisco, CA
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

IS Technician (IS) - The Industry Standard is currently seeking a highly motivated and enthusiastic individual to join our IS department. The IS Technician will assist with the deployment and administration of enterprise wide technologies and services to our three offices in San Francisco. The individual will also identify and work to resolve application and systems problems. The ideal candidate will possess a minimum of 3 years NT and Mac server management, PC and Mac desktop support. Tech purchasing experience, experience supporting Windows '98, Mac OS, MS Office, QPS, Windows NT, and remote communication technologies. Supervisory experience is preferred. Location: San Francisco, CA
Contact: J. Wright, Fax: 415-733-5401, Phone: 415-733-5420, Email: jwright@thestandard.com

Associate Producer (IS) - The Industry Standard is looking for an Associate Producer to work collaboratively with the editorial team to produce focused online content. The candidate will build and develop a section of TheStandard.com that brings together the best of Industry Standard content in special online reports on topics of particular interest to Internet business strategists, as well as be in charge of creating and executing designs for content syndication partnerships as they arise. In addition, he/she will code, test, and maintain website sections on TheStandard.com, use Qpass or similar technology to price and sell reports online, conduct research on user needs, site usability & competitive offerings, and coordinate development efforts with Editorial, Design, and Production teams. The ideal candidate should have at least one year experience with HTML; experience with web publishing software such as Vignette a plus, and the ability and desire to manage projects. Location: San Francisco, CA
Contact: J. Payne, Fax: 415-733-5401, Phone: 415-733-5496, Email: jonp@thestandard.com

Web Developer (IS) - The Web Developer will assist with, and often take the lead on key development projects for both the front end user interface and internal software tools. Duties include, but are not limited to, developing and maintaining website products, supporting applications, databases, tools and utilities, and participating in the integration efforts to bring products to the web. As a web developer, you will be involved with day-to-day operations working closely with members of the production and creative services groups. The ideal candidate will have a Bachelor's degree in CS, CE, EE or other engineering disciplines/sciences, or equivalent experience. A strong foundation in HTML, scripting languages (Javascript, perl, tcl), UNIX and shell programming. Experience with relational databases and SQL. Knowledge of Vignette StoryServer, C/C++, Java a plus. Must be able to prioritize and manage many projects and tasks. Location: San Francisco, CA
Contact: A. Jones, Fax: 415-733-5401, Phone: 415-617-4123, Email: aaronj@thestandard.com

Web Production Assistant (IS) - The Industry Standard is seeking an organized, detail-oriented Web Production Assistant to join our web team to help maintain TheStandard.com. The Web Production Assistant will be responsible for maintaining production processes and site inventory, coding templates and pages, developing new technologies, and producing and designing interactive elements and enhancements to the site. He/ she will work closely with both creative and business teams to build, maintain, and improve edit workflow, site traffic, and new products. The ideal candidate will have experience with HTML, tables, forms and frames. General knowledge of Photoshop and Quark; familiarity with Macintosh, PC, and UNIX environments; working knowledge of current Web development tools and technologies. Location: San Francisco, CA
Contact: J. Payne, Fax: 415-733-5401, Phone: 415-733-5496, Email: jonp@thestandard.com

Financial Analyst (ITworld.com) - This unique position combines basic financial responsibilities with strategic planning for ITWORLD.com in Southborough. The qualified candidate should be capable of and willing to perform both roles in a challenging high growth environment. Core responsibilities include establishing the billing department as well as initially performing the billing function and managing it going forward. Generate monthly P&L and balance sheets and provide reconciliation. Manage AP and track AR. Perform the monthly accounting close. Work with the corporate accounting department to make accrual/re-class entries as necessary. Assist the VP of Finance with the management of the financial forecast process. Partner with operating unit managers to accurately forecast the performance of their businesses. Perform economic analysis on strategic and financial projects, including joint ventures, partnering agreements, and small acquisitions. This position will initially focus on the first two tasks and then assume a more strategic focus as procedures are established to track and manage these tasks. Location: Southborough, MA
Contact: K. Baker, Fax: 508-303-9702, Phone: 508-303-9727, Email: hotjobs@nww.com

Producers (Web-based Multimedia) (ITworld.com) - ITcareers.com is the new on-line careers portal designed to help qualified technology professionals find the right career opportunities. A true start-up, we're in the early phases of writing the future of world-class hi-tech recruiting. This is your opportunity to join a team early enough to have a major say in what develops. Right now we are seeking producers for our own unique brand streaming media profiles. The selected individuals will work closely with sales and editorial to identify key market segments and create specific web based promotions. Requires superb project management expertise, insane attention to detail, and a willingness to travel. Candidates must have any combination of the following: good understanding of recruiting, advertising, and on-line promotions, 2-3 years event planning/large scale production such as brochures/collateral, experience with broadcast technology especially TV, Radio or on-line editing. Ideal candidates will have a familiarity with hi-tech marketing, PR skills, and writing experience. Location: San Francisco, CA or Southborough, MA
Contact: M. Williams, Fax: N/A, Phone: N/A, Email: mark_williams@idg.com

Sales Manager (ITworld.com) - ITcareers.com seeks a crackerjack Sales Manager to ensure we exceed our goals and succeed in building the preeminent on-line IT recruiting portal in the business. An integral member of the management team, the ITcareers.com sales manager will work closely with the existing sales team to champion the development of an integrated (online-print-events) sales strategy. Requires: extreme comfort with the Internet and willingness to try stuff never before attempted. Rolodex of a hiring champion, strategic abilities, PR, advertising, and recruiting experience wouldn't hurt. Neither would 2-4+ years of relevant experience. intimate knowledge of on-line recruiting market, sense of humor, guts, dogged determination. Location: San Francisco, CA
Contact: M. Williams, Fax: N/A, Phone: N/A, Email: mark_williams@idg.com

Ad Coordinator (part-time) (Mac Pub) - The candidate for this position will be responsible for trafficking all ads as well as following up with calls to advertisers and coordinating house ads with the Marketing Department. This position requires strong interpersonal and organizational skills, familiarity with database management software, and the ability to work under tight deadlines. This is a part-time position only (approximately 11-15 days/month). Location: San Francisco, CA
Contact: C. Neustadt, Fax: 415-442-0139, Phone: 415-243-3516, Email: cynthia_neustadt@macworld.com

Senior Research Analyst, Knowledge Management (IDC) - In response to the growing interest in knowledge management, IDC has recently developed a new research program focusing on this topic. The program will cover the full span of knoweldge-related software products as well as services. IDC is seeking a Senior Research Analyst to be responsible for covering the services side of knowledge management, identifying emerging opportunities for consulting and IT service firms in this market, creating in-depth profiles of leading knowledge management providers, evaluating the wide array of different knowledge-related services, determining best practices and the best services delivery models, and defining the key success factors for service firms in the emerging knowledge management market. Because of frequent contact with the press, wall street firms, and senior industry services executives, the successful candidate will assume a high-profile position and possess excellent writing along with strong verbal communication and quantitative skills. MBA grad is preferred with 3-5+ years of industry experience. Experience with the information technology industry is a plus as well as a strong interest in and basic understanding of knowledge management. Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Research Analyst, Software and Services (IDC) - IDC's Services and Software research group based in Prague, Czech Republic is looking for a Senior Research Analyst to provide quantitative and qualitative information, analysis, and advice in the local Market Research Area and set up local expertise for primary and secondary research in the emerging ECE and MEA markets. Recognized as an IT expert, the candidate should have a university degree, 3+ years of experience in the Market Research Sector, or corresponding experience in the IT Services and Software industry, a deep knowledge of the IT Market with specific reference to the Software and Services Area, good customer service, good capability of managing new projects from the planning to the implementation phase including presentation of results, excellent communication skills, deep commercial awareness, good writing skills, and excellent English. Team work capability is fundamental. Flexibility, initiative, problem solving, interpersonal and communication skills are all required skills. NOTE: only applicants with working permit in Europe should apply. Location: Prague, Czech Republic
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: idc_jobs@idc.com

Director, Software Consulting (IDC) - Consulting Director to work with IDC sales, software industry analysts, international offices and contractors to develop and manage market research, consulting and White Paper projects. Clients will include leading and emerging software and systems vendors in USA, Europe, and Asia. After initial start-up period, the Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Consulting business, including relationship building and client handling, client service commitment, analytic thinking, creativity, team building and project management, and written and oral communications. Confidence presenting to groups is a must. Familiarity with qualitative and quantitative research methodologies and/or market modeling a plus. Knowledge of the software industry and key solution and application software product markets (ERP, CRM, SCM, e-business, business intelligence, knowledge management) is highly desirable. 5 years experience in market research or consulting required. Experience with consulting firm or vendor's marketing, research, strategic planning or market/competitive intelligence departments is highly desirable. BS required, MBA or equivalent beneficial. Ongoing training in business concepts, professional skills and analytic techniques will be encouraged. This position requires some travel. Location: Framingham, MA
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sales Operations Coordinator - International (part-time) (IDC) - IDC is seeking a part-time Sales Operations Coordinator - International who will be responsible for processing all non-US orders in IDC's sales automation system. The International Coordinator will work closely with the Client Service Coordinator to identify and resolve any customer service/order entry issues for all non-US orders. The ideal candidate will be detail oriented and have experience in data entry and customer service. Microsoft Word/Excel, Notes (or contact/order entry database) and email required. This is a part-time position, 5 days/week, 4 hours/day. Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

HR Manager (IDG) - IDG Human Resources is looking for a Human Resources Manager to work with managers and employees on all levels of the human resource function in specified client groups. In this role you will work closely with the client groups, in a holistic manner, as the primary contact for employee relations, organizational design/dynamics, compensation, and recruitment & retention. Requires 5 -7 years HR generalist experience and a Bachelor's degree or equivalent. Key skills include the ability to maintain collaborative relationships in addition to strong interpersonal, problem resolution, negotiation, and written/verbal communication skills. Ability to work on PC with Microsoft Windows programs or equivalent also required. Location: San Mateo, CA
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

Office Assistant (IDG Glob Comm) - The Office Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff and will report to the Director of Operations. Responsibilities include assisting with general office duties: mail distribution, answering phones, filing, and faxing. In addition, will assist with purchasing and tracking office supplies. The Office Assistant should have excellent interpersonal skills, be incredibly resourceful, highly organized, detail oriented, have strong PC skills, and a working knowledge of MS Word, Excel and email. Location: San Mateo, CA
Contact: S. Wolf, Fax: 650-524-5730, Phone: N/A, Email: shannon_wolf@idg.com

Operations Assistant (IDG Glob Comm) - The Operations Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff and will report to the Operations/Support Manager. Responsibilities include general office duties: mail distribution, answering phones, filing, faxing, maintaining office equipment, and organizing staff meetings. In addition, assist with purchasing, paying invoices, billing and database administration. The Operations Assistant should have excellent interpersonal skills, be incredibly resourceful, highly organized, have strong PC skills, and a working knowledge of MS Word, Excel and email. Location: San Mateo, CA
Contact: D. Garza, Fax: 650-524-5700, Phone: 650-524-5701, Email: resumes@infoworld.com

Copy Editor (IDG News Svc) - The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar, and proofreading skills for our Boston news desk. Responsibilities include editing IT industry news and features under tight deadlines for our real-time electronic wire service; acquiring and republishing copy and graphics from throughout the IDG editorial community for the global news cooperative; and doing research as needed to update and expand a library of on-line information resource for editors. The ideal candidate has copy editing experience on an IT news weekly or daily and is familiar with electronic publishing tools, including Lotus Notes and the worldwide web. Location: Boston, MA
Contact: E. Heichler, Fax: 617-423-0240, Phone: 617-303-7841, Email: elizabeth_heichler@idg.com

Webmaster (IDG/CMC) - Work with marketing and conference management team in all internet development activities, from planning to the launch of a conference web site. Hands on development of web site. Test elements of the site and direct debugging prior to launch. Oversee the site hosting and maintenance. Monitor site performance and web statistics. Prepare and present results on a weekly basis. Resolve performance and quality problems. Support quality assurance testing activities. Work with various conference managers at CMC to keep content updated and perform strategic forecasts of equipment needs. Minimum 2 years experience in creating and maintaining web-related applications, including experience integrating web and enterprise applications. BS in Computer Science preferred; excellent oral and written communication skills required. Location: San Mateo, CA
Contact: L. Lorenzana, Fax: 650-312-0547, Phone: 650-312-0693, Email: N/A

System Administrator (IDG/CMC) - Responsible for the installation, maintenance, and upgrade of computer hardware and software for IDG Conference Management Company. Perform server administration for Macintosh, Linux and NT servers (including backup, web, ftp and file servers). Administer VPN remote access servers. Propose and implement systems enhancements that will improve the reliability and performance. Monitor usage and performance. Train personnel on system usage. Provide telephone and email support for system problems and user problems. Configure systems and network per project/user requirements. Process requests from user community. Design, write, debug and install programs and scripts that help manage the computing environment and/or automate lower level sysadmin functions. Excellent oral and written communication skills as applicable to a non-technical environment. Good organizational skills coupled with reliability, flexibility, and desire to work closely with the user community and clients of IDG CMC. Location: San Mateo, CA
Contact: L. Lorenzana, Fax: 650-312-0547, Phone: 650-312-0693, Email: N/A

West Coast Sales Manager (IDG/GMG) - IDG Games Media Group, publisher of GamePro magazine, the world's largest multi-platform gaming magazine, and Gameproworld.com, the world's premier entertainment destination providing the best information for gaming enthusiasts and the male teen market is seeking a West Coast Sales Manager. This position will be responsible for selling on-line advertising in the Western region, cultivating new business opportunities and expanding existing accounts. This hands-on manager will manage the territory for Gameproworld.com from the headquarters office located in San Francisco, CA. Requires a minimum of 2 years proven on-line sales experience, in-depth knowledge about Internet advertising sales and processes, and the demonstrated ability to provide superior customer service. Must be dynamic, self-starting, detail-oriented team player who excels in a fast paced, competitive and fun sales environment. The ideal candidate will have a proven track record in on-line advertising sales within the electronic entertainment, consumer, or high-tech fields. Location: San Francisco, CA
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Sales Associate (IFW) - The Sales Associate assists one or more sales representatives in selling advertising to targeted accounts as well as working in partnership with the Regional Managers, and close issues looking for and promoting opportunities to sell additional pages/revenues. Duties include: weekly close - includes submission of accurate, pertinent and current data on closing and commission sheets by pre-close/final close submittal time. Close responsibilities also include rate verification, products, positioning, and material status. Sales Reports include the accurate and timely submission of total ad pages and revenue on Sales by issue report to Ad Coordination for the Sales by issue and Ad Page Report to agree each week. Communication between split account partners is imperative for reporting accuracy. Forecasting 30/60/90s (sales projections) reporting with accurate and timely communication and submission of all sales data. Must be professional, accurate and timely. May include correspondence to clients/potential clients. Working knowledge of all research. Help write and build structured presentations. Maintain a file on all new technology and account information (annual reports, product information, internet). Other responsibilities include the maintenance of multiple databases and contact lists, media kit mailings, and reviewing monthly market share reports. 2-5 years business experience (sales environment preferred) including excellent written and verbal communication skills and familiarity with MS Office and Lotus Notes. BA or equivalent experience required. Location: San Mateo, CA
Contact: J. Alonso, Fax: 650-312-0668, Phone: 650-312-0454, Email: resumes@infoworld.com

Senior Information Systems Manager (IFW) - The Systems department is looking for an experienced network manager to take the lead on managing the architecture of mission-critical network and communications infrastructure. The Senior Information Systems Manager is the key technical leader in the IS department. S/he analyzes company needs and recommends and implements the company's infrastructure, including all network services, data communications and telecommunication systems. S/he ensures the system's operations, integrity and security. To be successful in this position, you will need hands-on experience with network hardware and software (we're on a 3-Com/Novel shop), some management experience and an ability to communicate your ideas in writing and face-to-face, collaborating with an action-driven staff. Experience in a publishing environment and with Lotus Notes would be greatly beneficial; formal education, including a college degree and technical courses is also important. Location: San Mateo, CA
Contact: M. Shroeder, Fax: 650-312-0668, Phone: 650-312-0653, Email: resumes@infoworld.com

Receptionist (IS) - The Industry Standard is currently seeking an energetic, professional receptionist for our growing publishing company. This individual will be responsible for meeting, greeting and directing all visitors, answering the main telephone line, and acting as the first point of contact. Other duties include handling incoming and outgoing mail and package processing, filing, scheduling of conference rooms, and providing general administrative support for staff. The ideal candidate will be highly organized and efficient, pleasant, and be able to work independently with little supervision. Excellent written and oral communication skills required. Must have solid PC skills and knowledge of Microsoft Word and Excel. Prior experience working in a fast paced office environment is helpful and general understanding and interest in Internet economy desired.
Location: San Francisco, CA
Contact: S. Johnson, Fax: 415-733-5401, Phone: 415-733-5418, Email: sabrinaj@thestandard.com

Research Reporter (IS) - The Industry Standard is currently seeking a Research Rreporter for the rapidly expanding Net Returns section. The ideal candidate will have one year of experience - preferably at a technology or business publication. Strong written and communication skills a must as is a good sense of humor. Location: San Francisco, CA
Contact: J. Cohen, Fax: 415-733-5401, Phone: 415-733-5466, Email: Jackiec@thestandard.com

Operations Financial Analyst (IS) - The Operations Financial Analyst will be responsible for providing support to the Director of Operations in preparing budgets and forecasts, developing models and preparing financial analyses, tracking and monitoring performances of the following departments: production, distribution, facilities, and IS, and providing general assistance regarding all areas of financial management. The ideal candidate will also have strong project management skills, excellent computer skills (MS Excel), and possess the ability to work well with others. Excellent written and oral communication skills a must. Previous experience in a publishing environment a definite plus. A company growing at internet speed, The Industry Standard offers a high-energy and entrepreneurial environment. Location: San Francisco, CA
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Conference Marketing Coordinator (IS) - The Industry Standard is seeking a creative, team-oriented and detail-oriented individual to fill our Conference Marketing Coordinator position. The individual in this position will be responsible for assisting in implementing aggressive marketing programs to promote The Industry Standard conferences to attendees, sponsors, and speakers. Duties include but are not limited to: registration tracking and approval, marketing analysis, on-site promotions, and competitive intelligence. The ideal candidate must have 1-2 years experience in marketing, sales, and/or communications. Strong PC, project management and written and oral communication skills. Knowledge of the internet industry is a plus. Ability to travel to events may be required. A company growing at internet speed, The Industry Standard offers a high-energy and entrepreneurial environment. Location: San Francisco, CA
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Executive Assistant to CEO (Mac Pub) - The ideal candidate for this position will be a highly motivated and detail-oriented team player who will provide administrative support to the office of the President. Responsibilities will include handling all incoming and outgoing calls, scheduling meetings, coordinating travel arrangements, tracking expenses and expense reports, preparing PowerPoint presentations, compiling and preparing reports and/or spreadsheets, and helping organize company functions and meetings. This person must be able to work both independently and with various levels of management, handling sensitive company information with discretion and in a confidential manner. He/she must have excellent interpersonal, verbal and written communication skills, a high level of professionalism as well as effective organizational and time management skills. Experience with MS Office, Filemaker Pro and PowerPoint is an absolute must. A minimum of 5 years of relevant experience is preferred. Location: San Francisco, CA
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marisa_chow@idg.com

IT Manager (Mac Pub) - The candidate for this position will be responsible for managing and supporting the day to day operations of the IT department including supervising the "help desk." He/she will be responsible for installing new software and equipment, helping users solve hardware, software, communications and networking problems, and training staff on efficient use of available tools and resources. This person will also serve as the technical resource in evaluating, testing, and recommending equipment purchases. He/she will ensure that all primary communication and production systems and applications are fully documented, backed-up, and secure. This position requires a BA or BS in computer science or equivalent along with a minimum of 5 years IT experience and 3+ years of direct management experience. This candidate must have demonstrated track record of managing and working in a cross-functional, cross platform environment. Advanced technical training in computer hardware and software, client-server computing, telecommunications, and networking required. Knowledge of UNIX, NT, Windows, Mac, and multi-platform environments; server administration experience including database and mail server environments are also required. Location: San Francisco, CA
Contact: M. Talbot, Fax: N/A, Phone: 415-243-3543, Email: michael_talbot@macworld.com

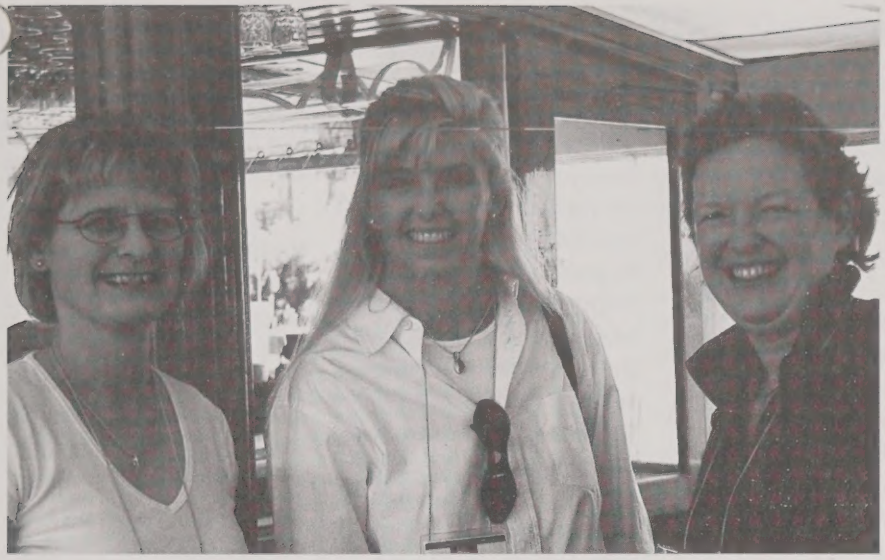
Ad Check Supervisor/Print Buyer (NW) - Network World is seeking an Ad Check Supervisor/Print Buyer to join the Production Department. Individual will be responsible for all ad files/film, assure correct specifications and will assist with shipping the weekly issues. Individual will also participate in the layout of the book and function as a backup for the Production Manager. Individual will coordinate all print buying for collateral printing and assure all specifications are met for insertion in Network World. Responsible for print databases and for pricing, schedules, layout and shipping of White Papers and inserts. Qualified candidates must have knowledge of QuarkXPress, Adobe Illustrator, Photoshop, Pagemaker, and Acrobat 4.0. Experience with Microsoft Office a plus. Seeking a self-starter who is highly organized and detail oriented. Prior print purchasing experience and book layout experience preferred. Location: Southborough, MA
Contact: E. Price, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Account Manager (PCW) - The Account Manager for the Northern California territory will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for PC World in both its print and on-line editions. Account Managers must have or develop a thorough understanding of the PC market and PC World's position and value in that market. Qualified candidates will have prior experience selling ad space for a computer publication, contacts in the computer industry, and a proven sales track record. The ideal candidate will have strong presentation and negotiation skills. Location: San Francisco, CA
Contact: R. Kops, Fax: 415-442-1891, Phone: 415-978-3385, Email: roy_kops@pcworld.com

Research Analyst (PCW) - PC World and PCWorld.com are seeking an experienced Research Analyst to assist in managing primary research projects to support its editorial, ad sales and marketing departments. Qualified candidates will be experienced in overall research project and questionnaire design, supervising outside suppliers, and in analyzing and reporting results. This position also maintains a research database, creates PowerPoint presentations, and provides back-up support for syndicated research databases. Qualified candidates will have a BA or BS, at least 3 years of primary research project management experience, strong analytical skills, excellent oral and written communication skills, and proficiency with PowerPoint and other PC software and analytical tools. High tech, on-line research, and syndicated research experience are pluses. The ideal applicant will enjoy working in a fast-paced magazine environment, be detail oriented, and able to organize and manage multiple projects simultaneously. Location: San Francisco, CA
Contact: B. Eichel, Fax: 415-974-7404, Phone: 415-978-3254, Email: bettina_eichel@pcworld.com

IS Web Support Manager (IS) – This position will be responsible for providing IS support to the web group for server maintenance, software installation and project management. Technical requirements include knowledge of UNIX (Solaris), NT, and multi-platform environment; server administration experience including database, publishing, web; server environments (Oracle, IIS, SQL, Netscape, Enterprise Server). Vignette experience helpful. The ideal candidate will have a BA, BCCS degree or equivalent. Minimum 5+ years experience in IT. Demonstrated track record of managing and working in a cross-functional, cross platform environment and setting and achieving goals and objectives. Experience evaluating, selecting, purchasing, and deploying hardware and software systems. Experience managing external hosting partners. Experience in a Web media environment. Location: San Francisco, CA
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com

Technology Director (IS) – Reporting directly to the Director of Operations, this position is responsible for establishing strategic and operations objectives for IT and to develop programs, projects and processes to achieve those objectives; including providing IS technical support for the Web group. Primary activities will include overseeing the design, definition, architecture and implementation of all aspects of the IS infrastructure for the company, from software to hardware to networks, ensuring the technical design's scalability, flexibility, extensibility, development and quality assurance practices, and building and supervising the IS teams. Provide technical leadership on technologies and trends and make recommendations to the Director of Operations as appropriate. Keep the management staff appraised of trends and emerging technologies. Provide management of vendors and suppliers used by The Industry Standard including all contract negotiations. Develop and manage the annual operating budget for both Web support and IT and adhere to approved spending. Development and implementation of a local database that contains all IT service, maintenance and software. Qualifications: BA, BCCS degree or equivalent; minimum 10+ years experience in IT; minimum 5+ years direct management experience; demonstrated track record of managing and working in a cross-functional, cross platform environment and setting and achieving goals and objectives. Technical requirements: knowledge of UNIX (Solaris), NT, Windows, Mac, and multi-platform environments; network management experience; server administration experience including database, publishing, web server and mail server environments; experience in evaluating, selecting, purchasing and deploying enterprise-scale hardware and software systems, including phone systems; and experience in a Web media environment.
Location: San Francisco, CA
Contact: T. Lin, Fax: 415-733-5401, Phone: 415-733-5485, Email: tommyl@thestandard.com



*GRAC attendees enjoyed some relaxation time aboard "Golden Goose," a yacht formerly owned by John Wayne (L-R): IDC Senior Vice President **Vicki Brown**, Stacey Fish of SAP America and IDC Benelux Managing Director **Liesbeth Ruoff**.*

Analyst of the year

***Bruce Stephen** was voted IDC Analyst of the Year by the GRAC attendees. The selection criteria was market knowledge and superior customer service.*

IDC: Key advisor

IDC President **Kirk Campbell** gave a presentation on IDC's highly visible role as an advisor and key influencer for new dot.com companies, the press, the investment community and end users.

IDC's media mind-share continues to dominate competitors, with IDC quoted in 33% of all articles in the U.S. press (Sept. '98 to Sept. '99) that mentioned an IT market research firm; Forrester was a distant second at 16.2%. On Wall Street, and now increasingly in European investment circles, IDC data is relied on more often by investments analysts who follow high tech. From January through September of this year, IDC was cited 1,930 times in investment reports, compared to 789 times for Dataquest. Even more impressive: five years ago the investment community was a new market for IDC, and for the past three years IDC has dominated that market.

GRAC

continued from page 1

represented 63% of the $1.5 trillion (1998 statistic) worldwide IT market. The highly interactive format included just three hours of plenary sessions and ample time for small-group roundtables and one-on-one discussions with 31 IDC executives.

Vicki Brown, IDC's senior vice president/worldwide marketing and operations, said IDC had followed up on the 10 major issues GRAC attendees raised in 1998, scoring 3.3 on a scale of 1 to 4, (4 being the highest) in terms of responsiveness. IDC is also progressing well on the 54 other ideas, questions and issues raised at GRAC '98, she noted.

Brown outlined how IDC had improved products and services in five main categories; a sampling of IDC actions follow each category below:

Products. Based on request to simplify Internet portfolio, reduced the number of Internet services for IT suppliers from 26 to 13; created new eBusiness Advisory services; expanded technology coverage and created new subscription products.

Research analysts. Grew IDC's worldwide analyst ranks by 17%, doubled the Internet research team, added inquiry analysts to improve response time.

Primary research. Created chief research officer position (**John Gantz**), developed innovative ePanels and executed a Web-based survey, the 13-language Project Atlas.

Delivery and access. Improved electronic access to IDC regional research, improved technical support for IDCNet, the Web site through which research is delivered to clients, as well as enhancing the product itself; and improved IDC.com Web site.

Customer service. IDC is the first IT research firm to commit to a global Customer Relationship Management solution, a new, customizable, single database system by Clarify that consolidates customer, product and sales information.

This year's GRAC discussions focused on refining some of the issues raised in 1998 rather than addressing any big changes needed, "a sign of IDC's responsiveness as a company," Brown noted. Timely research delivery and product positioning were the two biggest themes. Selected customer concerns across four major categories were as follows:

Research. Deliver data earlier in the year. Customers are also want more on the forecasting side. "They want us to write down our thinking for the forecasts, explain forecast models and include multiple scenarios," Brown explained.

Products. Continue to improve on packaging information. There are now 315 IDC services worldwide, and with IDC's unparalleled breadth and depth of research comes the challenge to package the information so it is right for each customer.

Delivery and access. Further enhancements to IDCNet. This year IDC has contracted with a company to work on taxonomy to enable clients to more easily find a piece of information.

Customer service. Easy access to IDCNet technical support staff is critical; customers are often not satisfied to simply leave a voicemail. IDC has purchased an automated call distribution system, and by December callers will be able to hold while waiting for assistance during busy times.

Overall, clients told IDC that they are doing a lot of things right. "The meeting was excellent," one attendee wrote on the evaluation. "I commend IDC for actively soliciting feedback from clients. IDC is the only research firm I know of that does this."

Indeed, this distinction gives IDC one more reason to be considered the most customer-focused IT research firm. "Clients are really appreciative of what we're doing," said Brown. "GRAC is useful for us and for clients, but it's important to recognize that we don't just have a once-a-year event. We listen to them and follow-up throughout the year." GRAC attendees receive a quarterly report from IDC President **Kirk Campbell** apprising them of how IDC is progressing on issues raised at the previous GRAC.

"Customers know our door is open," Brown said. "They know our e-mail addresses and phone numbers, and they use them!" WU

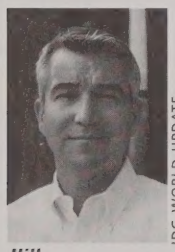
noteworthy people

Reed

Vizard

IDG WORLD UPDATE

Daniels



IDG WORLD UPDATE

Hill

IDG WORLD UPDATE

Whitmire

Promotions

Computerworld recently announced three high-level promotions. Vice President/Associate Publisher, West **Elaine Offenbach** moves up to the position of vice president/customer solutions; Vice President/Associate Publisher, East **Sherry Driscoll-Coleman** will be vice president/associate publisher; and Vice President/General Manager of Enterprise Business Solutions **Ronald Milton** becomes vice president and general manager/enterprise business solutions and business development.

In her five years with *Computerworld*, Offenbach, a veteran of the San Francisco Bay Area advertising community, has served in key positions within the company's sales and custom publishing units. In her most recent position she had overall sales and management responsibilities for a $30 million region. Offenbach will now maintain relationships with key large accounts and play an integral role in their overall marketing plans, focusing on delivering customized marketing programs developed by Milton's team.

Driscoll-Coleman has become a critical driver of *Computerworld*'s team in the more than 15 years she has been with the publication. In her previous position she successfully oversaw the national sales team. In her new role, Driscoll-Coleman will help the sales force focus on the marketing possibilities available from Computerworld's new information services model.

Milton has been at the forefront of exploring strategic partnerships and creating new products designed to serve the IT Leader community. Most recently, Milton was responsible for linking Computerworld with the Storage Networking Industry Association to create Storage Networking World, held recently in Seattle.

Sandy Reed, former editor-in-chief of *InfoWorld*, has been promoted to editorial director of *InfoWorld* and *InfoWorld* strategic initiatives. "As one of the most influential journalists covering the computer industry, Sandy has helped set the standard for integrity in technology journalism with *InfoWorld*. Along the way, her efforts contributed to growing the circulation and readership of *InfoWorld* to record levels," said **Steve Moylan,** president and CEO of InfoWorld Media Group.

InfoWorld Editor **Michael Vizard** has been promoted to editor-in-chief and will be responsible for all of the publication's day-to-day editorial operations. "For the last five years, Michael has done a fantastic job of building the news organization and improving our online content," said **Steve Moylan**, president and CEO of InfoWorld Media Group. "He has been a major force behind our new editorial position of 'defining technology for business.'"

Macworld U.K. Reviews Editor **David Fanning** has been promoted to deputy editor. "David has revitalized the Reviews department since taking over six months ago, regularly beating our rivals to product evaluations and forging stronger links with Macworld Online (U.K.) through a new Hot Reviews section," said *Macworld* Editor-in-Chief **Simon Jary**. David joined the *Macworld* team in 1996 as technical editor and is also credited with coming up with the name of another IDG U.K. magazine, *Digit*.

Also promoted at *Macworld U.K.* is **Sean Ashcroft**, who moves from production editor to managing editor. Sean's new duties include editorial production responsibility for Macworld Online, allowing Online Managing Editor **Gillian Robertson** to concentrate on online development for *Macworld* and *Digit* magazines.

New employees

Office Support Assistant **Aisha Daniels** is the newest employee at IDG International Publishing Services in Boston. She graduated from the University of Massachusetts at Amherst this past spring with a B.A. in psychology. In her free time she enjoys going to the movies, trying different cuisines and exploring Boston's cultural attractions.

Patrick Hill is IDC's new director of sales in the E-commerce strategies service. He previously worked a regional sales manager at CNS. He graduated from the College of William and Mary in Williamsburg, Va., with a B.A. in philosophy and enjoys family, fly fishing and antique collecting.

Facilities Coordinator **David Whitmire** comes to *The Industry Standard* after a peripatetic five years in which he did humpback whale and dolphin research in Maui and Australia, managed the construction of a fishing resort in Mexico and worked as an international wine broker. He holds a B.S. in political science from the University of California/Irvine., plays volleyball and the bass guitar and does volunteer work promotion ocean awareness and for Sen. Bill Bradley's presidential campaign.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Search on for new CW president

Michela O'Connor Abrams resigned last week as president and CEO of Computerworld to take a position at a small San Francisco-based media company. Abrams and her husband, parents of an 18-month-old daughter, live in California, and Abrams said the demands of being both a bi-coastal executive and mother led her to seek a position closer to home.

As IDG Communications President **Joe Levy** noted, Michela and her team have done a "great job building a plan for CW's success in FY2000 and beyond. CW has already started to demonstrate increased success as evidenced by its double-digit page gains over the past four months." During the search process, CW will be led by its senior leadership team, and Levy will chair the committee.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

14
Fernando Rodriguez *IDG Spain*

12
Karin Lorenz *Computerworld*

10
Fernando Rodriguez, Jr. *IDG Spain*

9
Paul Smith *InfoWorld*
Natalia Parron *IDG Spain*

8
Nancy Jonathans *PC World*
Elizabeth Freedman Girioni *IDC*
Patrick Gorman *IDC*

7
Chloe Chen *IDG Taiwan*
Kathy Skaggs *IDG Games Media Group*
Ellen Julian *IDC*

6
Lily Chou *IDG Taiwan*

5
Tim Greene *Network World*
Seana Dowling-Guyer *IDC*
Stacy Collins *IDG Books*
Edward Porter *IDG New Zealand*
Silvia Cardinale *IDG Italy*

4
Tim DeMeo *Network World*
Debbie Lovell *Network World*
Deidra Massenberg *Network World*
Steven Gray *PC World*
Stephen Noetzel *IDG Books*
Gillian Robertson *Macworld U.K.*
Peter Gremlin *IDG Sweden*

3
Tess Lai *IDG Taiwan*
Michael Draper *Network World*
Aimee Jacobs *Network World*
Paul McNamara *Network World*
Denise Pappalardo *Network World*
Paul Lee *Network World*
Denny Arar *PC World*
Darren Meiss *IDG Books*
Lionel Luchier *IDG France*
Sarah Speake *IDG Global Solutions*
Makoto Obuchi *IDG Japan*
Andrea Banko *IDG Germany*
Åsa Hedin *IDG Sweden*
Henrik Svidén *IDG Sweden*

2
Craig Eastman *IDG Games Media Group*
Laurie Ann Pasmooij *IDC*
Colleen Dowling *IDG Books*
Barri Singer *IDG Books*
Kathleen Dobie *IDG Books*
Alain Ledoux *IDG France*
Guy Dixon *PC Advisor (U.K.)*
Yoshio Moriya *IDG Japan*
Sharon Tao *IDC Beijing*
Sandra Andersson *IDG Sweden*
Pernilla Stenborg *IDG Sweden*
Kristin Eriksson *IDG Sweden*
Ålexandra Angström *IDG Sweden*

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Jeff Wen *IDG Taiwan*
Michele Thomas *IDG Games Media Group*
Jason Meserve *Network World*
Heidi Brunelle *ITworld.com*
Tom Spring *PC World*
Stanley Chen *IDC*
Patrick Phelan *IDC*
Miberly Muri *IDC*
Bonnie Aarons *IDC*
Anne Bui *IDC*
Kevin Railsback *InfoWorld*
Deanna Manley *IDG Books*
Gerald Bollier *IDG Books*
Jean Pierre Gimont *IDG France*
Stuart Barnett *IDG New Zealand*
Hiromitsu Hatakeyama *IDC Japan*
Teng Fang Yih *Computerworld Singapore*
Ian Sörensen *IDG Sweden*
Sebastian Tanelius *IDG Sweden*
Marko-Gjohn Berisha *IDG Sweden*
Elin Ekerhag *IDG Sweden*
Fredrik Enghed *IDG Sweden*
Björn Moberg *IDG Sweden*
Wolfgang Wirtz *IDG Austria*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Ventures

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Notable IDG Ventures USA successes have included Andromedia, BabyCenter, F5 Networks, FutureTense, Spinner.com, ServiceMetrics, Tavolo.com, and VA Linux Systems.

IDG Ventures attributes the success of its first U.S. fund to a team that "combines Madison Avenue publishing experience with Sand Hill Road venture capital experience," said General Partner **Pat Kenealy**, the latter referring to the area in Silicon Valley renowned for investment activity. "Most Internet content and commerce sites have readers, subscribers and advertisers just like magazines and newspapers," Kenealy noted. "As publishers who have started more than 300 magazines and newspapers over the last 30 years, we know about building long-term subscriber bases and monetizing them through advertising and commerce, so we bring long and relevant operating experience to our Internet portfolio companies. IDG's publications and our computer industry market research companies — notably IDC — have spent decades tracking computer industry product trends, company rivalries and emerging standards in 80 countries, so we offer our hardware, software and networking portfolio companies strategic perspective that's rare, and a global contact network that's unmatched."

IDG's formal high-tech venture capital investment activity actually began seven years ago with the founding of IDG Technology Investment Company in China to reinvest profits from IDG's publishing and exposition activities in the People's Republic of China in emerging high-tech enterprises. To date, IDG has invested in 55 Internet-related, software, and biotech companies in China, with a total investment of $100 million. IDG now has the largest portfolio of Internet-related investments of any private equity investor in China.

"With Pacific Technology Ventures USA II bringing us into the top tier of US Internet venture funds, we now have top-tier venture funds in Asia and in North America," said IDG Chairman **Pat McGovern**. "We are already working on a new, similar Internet fund for Europe. With the establishment of the European Fund, IDG will be the first truly global Internet venture fund, just as IDG itself was the first truly global technology information media company. Overall, IDG plans to invest $1.5 billion in its Internet and high-tech venture capital activities over the next seven years."

For more information on the new fund, contact **Donna Bachle** at donna_bachle@idgventures.com. IDG Ventures' Web site is at www.idgventures.com. WU

celebrating 10!

Name
Franciso Sánchez

Home
Madrid, Spain

Current title
Editor-in-chief of *Comunicaciones World*

Career path
Joined IDG Spain in 1989 as a staff writer for *Comunicaciones World*. Three years later, promoted to assistant editor-in-chief and named editor-in-chief in 1995.

Responsibilities
Deciding the editorial focus of the magazine, the technological in-depth articles and the editorial calendar, all the while focusing on the interests of our target audience. I also organize the contents of all the special products of the publication, such as the Comunications Guide, supplements and speciality publications covering events such as the Spanish technology trade shows. I am also responsible for the customer relationships in collaboration with our advertising salesperson. In addition to the print version of *Comunicaciones World*, I also organize, review and determine the contents of our Web site.

Education
A degree in information sciences and journalism from the Complutense University in Madrid.

Dream destination
I have visited Buenos Aires and would like to travel throughout Argentina

*IDG Chairman **Pat McGovern** (right) invited **Francisco Sánchez** to dinner at the Hotel Ritz in Madrid recently in honor of Sánchez' decade of serivce to the company.*

Family
My wife, Susana and my son Francisco, age 12.

Outside interests
Reading Spanish and Latin American literature; my favorite authors are Julio Cortázar and Gabriel Garcia Márquez. I'm also interested in learning about new information technologies

If you could choose another career tomorrow
I would be a sociologist specializing in mass media, studying new communications such as the Internet and their impact on readers and journalists.

Coming up

The European IT Banking Forum
Nov. 29-30
Milan, Italy
Contact: IDC Italy
www.idcresearch.it/forum/banking99/index.html

Trends in the Latin America Business Wireless Market
Dec. 1
Coral Gables, Fla.
Contact: IDC Latin America
Tel: 305-267-2616
www.idc.com/Events/default.htm

Macworld Expo/San Francisco
Jan. 4-8, 2000
San Francisco
Contact: IDG Expo Management Co.
781-551-9800
www.macworldexpo.com

Asia/Pacific IT Forum
Jan. 23-25
Singapore International Convention and Exhibition Center
Contact: Mike Cleary, IDC Australia
mcleary@idc.com
www.idc.com.sg/APITF

ComNet/Washington, D.C.
Jan. 25-27
Washington, D.C. Convention Center
Contact: IDG Expo Management Co.
Tel: 781-551-9800
www.comnetexpo.com

The Eighth Annual Enterprise Value Retreat and Awards Ceremony
Jan. 30-Feb. 2
Westin La Paloma
Tucson, Ariz.
www.cio.com/conferences

Address book changes for IDG Books

IDG Books has relocated its Indianapolis operation. The new address is:

10475 Crosspoint Blvd.
Indianapolis, IN 46256

tel: 317-572-3000
fax: 317-572-4201 (Human Resources)

All direct-dial numbers have changed. The previous main telephone number, 317-596-5200, remains in effect until Nov. 20.

IDG's Foster City, Calif., office has new telephone and fax numbers.

tel: 650-653-7000
fax: 650-653-7500

All direct-dial numbers have changed.

IDG WorldUpdate

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

CIO magazine reaches out to Southeast Asia's IT elite

IDG Communications Singapore Pte Ltd launched the inaugural issue of *CIO* magazine for ASEAN in October, targeting the region's burgeoning community of chief information officers. In keeping with the tradition of the award-winning *CIO* magazine family, which began with the 1987 debut of *CIO* in the U.S., *CIO* magazine for ASEAN will help CIOs and other top-level information technology and business executives in Singapore, the Philippines, Malaysia, Thailand, Indonesia and Brunei succeed in their enterprises through the use of IT.

Miller

Tan

"We are proud to launch a title that speaks directly to the most senior IT executives in Southeast Asia," said Managing Director of IDG Communications Singapore **John Tan**. "The ASEAN edition of *CIO*, with its controlled circulation of 10,100, features comprehensive coverage of topics closest to the heart of every top executive making technology decisions presented in a professional package and provides the ideal marketing platform for world-class companies. It fulfills both functions perfectly."

Published monthly in English, *CIO* magazine for ASEAN is composed of two sections. The main section focuses on technology, business and management issues with an eye to empowering Asian CIOs with the knowledge they need to stay relevant and become more influential in their positions as top decision-makers on strategic IT investments. The ICommerce section deals with key aspects of building a business on the Internet, and covers a gamut of subjects and issues on electronic commerce and Web business.

"What activates sustained high growth and development, and pushes the bottom line of the truly successful business throughout the world today is clearly the integration of business — its people down through all its processes — and IT in conjunction with the Internet," said **James Miller**, editor of *CIO* magazine for ASEAN. "IT and the Internet are now fundamental to the strategy of every successful business. And today, a successful business is one that is going, if it hasn't already gone, global."

The newest member of the growing *CIO* family

continued on page 2

Stirred, but not shaken

Showgoers snap up copies of new Danish title in daring distribution ploy

TORBEN KLINT

The name is Morsing. ***Finn Morsing****. And he has a license to publish. The editor-in-chief of IDG Denmark's new channel publication and six ad consultant commandos made a power-packed entrance at a recent trade show. (L-R) IDG Denmark Art Director (and concept creator)* ***Berit Ellegaard****, CW Sales Consultant* ***Mikkel Ekenberg****, CW Sales Consultant* ***Martin Wood Gjerno****, Morsing, TechWorld Sales Consultant* ***Uffe Meier****, IDG Denmark Sales Coordinator* ***Mikael Madsen****, JobWorld Sales Consultant* ***Jan Hendry****.*

When IT distributor Ingram Micro proposed a James Bond theme at a recent event in Copenhagen for its partners and resellers, most of the exhibitors adopted appropriately glamorous facades for their booths. IDG Denmark, however, took the 007 theme literally.

To create an unforgettable promotion for its new channel magazine, *IT-Branchen*, Editor-in-Chief **Finn Morsing** (a.k.a. Bond) burst into the exhibition hall along with six "commandos" who ran through the crowd distributing copies of the magazine. All the while, the sounds of helicopters, explosions and the theme music from Bond's latest film roared over the loudspeakers. **Torben Sørensen**, editor of *Computerworld Danmark*'s *Teknik & Net* supplement and author of *Music for the PC*, a book produced by IDG Denmark's books division, crafted the sound effects on his PC (of course). WU

in brief newsworthy

IDC Canada marks 15th anniversary with reception for IT leaders

To celebrate 15 years of business success, IDC Canada – in conjunction with the Information Technology Association of Canada (ITAC) – hosted a reception for IDG Chairman **Pat McGovern** in Toronto on Nov. 3.

The reception was held in the Sculpture Atrium at the Art Gallery of Ontario, Toronto's major art museum. The 75 attendees included senior management from IDC Canada, Laurentian Technomedia (the Canadian IDG publishing affiliate), and many of the most important firms in the Canadian IT industry. The Canadian presidents/general managers of IBM, Hewlett-Packard, Ernst & Young, Netscape, PeopleSoft, J.D. Edwards, Cabletron, Sprint and Tech Data attended the event. In addition, senior managers from a number of other global firms were in attendance, including executives from Compaq, Dell, Gateway, Deloitte Consulting, Computer Associates, PricewaterhouseCoopers and NCR. A number of Canadian organizations were represented as well, with officials from the Canadian government as well as CEOs and other senior managers from firms such as LGS, Star Data, Newcourt Credit Group, McLean Watson Capital, ONCE Corp., 724 Solutions, Rogers New Media, Filbitron, CNC Global, and Daedalian Systems.

At the event, McGovern gave a speech discussing ways in which Canada can participate in evolving opportunities in the global knowledge-based economy. He concluded his remarks by presenting a plaque commemorating the 15th anniversary of IDC Canada to IDC Canada Country Manager **Michael O'Neil**. Reflecting on the occasion, O'Neil remarked that "the overwhelming success of the event demonstrates both the appeal that Pat has to the most senior executives in our industry and the position that IDG enjoys as the premier supplier of information and information-related products to the Canadian IT industry." WU

***Maureen Mottonen**, IDC Canada's vice president for Hardware Research, and IDC Canada Country Manager **Michael O'Neil** hold the plaque that IDG Chairman **Pat McGovern** presented to the business unit.*

IDG Cafe offers welcome respite from Comdex craziness

*IDG Czech Managing Director **Ivan Novotny** (left) shows IDG Chairman **Pat McGovern** some of his business unit's publications during a break at the IDG Cafe during Comdex last week. The subsidiary in Prague, established in 1990, publishes Computerworld, PC World and Gamestar.*

For more on IDG activities at Comdex, see page 7 and next week's edition of *IDG World Update*.

PC World logs its largest average-issue audience: 6.3 million readers

PC World continues to hit high water marks. According to the Fall 1999 Mediamark Research Inc. (MRI) Survey of American Consumer, released last month, *PC World* logged its all-time average-issue audience record of 6.3 million readers. This is an increase of 721,000 in three years.

PC World also grew its reach to business computer buyers by 4.6%, as *PC Magazine* slipped in the same market segment. According to MRI, *PCW* also increased its reach to high-volume business buyers spending more than $100,000 on services and products, categories in which *Business Week* and *Fortune* slipped.

Compared to the Spring 1999 MRI results, *PC World* also experienced a substantial net increase—more than 360,000—in buyers of products over the Internet." WU

CIO magazine for ASEAN

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joins sister publications in the U.S., Australia, New Zealand, Korea, China, India and Canada.

IDG Communications Singapore publishes *Computerworld Singapore*, *Computerworld Malaysia*, *SME IT Guide* (Singapore) and *CIO*. For more information about *CIO* contact James Miller at cio@idg.com.sg. WU

Q and A

Evilee Thibeault
The president and publisher of Network World is this week's columnist.

Network World at-a-glance

Established 1986

Location Southborough, Mass. (as of 12/6/99)

Number of employees 140

Products
Print: *Network World* (weekly, including bimonthly special issues that comprise the Signature Series. *Online*: Web site Network World Fusion (www.nwfusion.com) and e-mail newsletters. *Events*: NW Technical Seminars, NW Town Meetings, NW Tech Updates and NW Virtual and Custom Seminars.

Recent accomplishments
- Successful award-winning Signature Series issues.
- Advertiser/sponsor testimonial marketing campaign.
- Profitable Web site.
- Exciting seminar offerings and pioneered virtual events.
- Excellence in selling NWI branded products.
- Making FY99 plan and increasing share by more than eight points.

Challenges for FY00
- Attracting and retaining a talented team.
- Being able to quickly act on all the brilliant ideas generated by the team.

***Q Network World* is a pioneer in selling the brand through print, online and event offerings. What circumstances made this possible?**

A It is all about a consistent mission, innovative products and great people creating, producing and selling great products. About eight years ago, **Bill Reinstein** created our Technical Seminar program and a few years later Network World Fusion was created from a company-wide virtual team. Shortly thereafter, trade publishers were faced with questions of affinity and community and the mantra from our customers became "marketing partnerships" and "out of the box ideas." We saw an opportunity to create a sustainable differential advantage based on something more substantial than beating XYZ publication by .5% in a syndicated research study.

We all worked together to reorient our thinking from *Network World*, Inc. (NWI) as a publishing company with special products to NWI as a media company serving a core audience of buyers and sellers. To serve our network IS audience, we strive to be the leading source of network knowledge and for our marketers, we pride ourselves on the ability to reach this key audience in unique ways with solutions to all their marketing needs.

"The key for NWI's success competitively has been keeping only one eye on our competitors."

For our business, this revenue diversification is a critical long-term strategy. As we see from all the dot com advertising in print, betting on only one exclusive form of media today is shortsighted. People learn in different ways, and marketers market in different ways. It is this ebb and flow that has helped NWI weather the ups and downs in the traditional print advertising market.

To achieve the brand approach to product development and sales we needed to do business differently. We needed to focus on our audience and not be tied down to any one medium. We developed virtual teams working on Fusion in which every department had a hand in its success and in events, there was much collaboration with the rest of the company. For example, **John Gallant**, our executive vice president/editorial director, has always contributed to content direction for print, online and events. It is this consistency and focus on our mission that created targeted products suited to the audience and advertiser customers of NWI. On the sales side, we brought in "sales engineers" for both Fusion and seminars whose dual role was to support the field sales team as well as sell on their own. The *Network World* sales team became the NWI sales team and is empowered and compensated to sell our comprehensive offerings to their clients. It takes a lot to get into a customer's office, and *Network World* salespeople are seen and respected because they have ideas and solutions. The solution is not always 52 spreads in *Network World*.

***Q* Describe *Network World*'s competitive environment and NWI's secrets to success.**

A Our traditional competitive space of networking publications is in flux. Right after CMP purchased the network pubs from McGraw-Hill a couple of years ago, they folded *LAN Times* (a 13-year-old magazine) and repositioned *Communications Week* (also a 13-year-old magazine) into *Internetweek*. Today, all network publications with the exception of *NW* are owned by Miller Freeman/CMP/United News. United News is a public company and paid handsomely for CMP and is looking for a return on its investment. They have recently folded *Data Communications*, a 25-year-old brand, and are combining it with the fledgling *Network Magazine*, previously repositioned from *LAN Magazine*. We do not underestimate our competitors, but we certainly do not focus on them.

The secrets to our success? Unwavering focus on our mission keeps NWI from making trendy and potentially dangerous mistakes like name changes or unsubstantiated circulation increases. We remain the one solid true-to-its-mission networking publication that has never changed names or owners. Hiring and keeping great people who create great ideas is key, and low employee turnover is critical as you evolve with the needs of your customers. In addition, people do business with people they like so when a buy is considered, relationships beat out perceived marginal differences every time. The key for NWI's success competitively has been keeping only one eye on our competitors. We developed the standard with innovative solutions by which all our competitors continue to be measured. While they were fax blasting syndicated runs and focusing on a a relatively insignificant differential advantage, NWI went to market with the NWI brand of products and services, and five years later, our competitors have yet to respond.

Thibeault may be reached at et@nww.com.

Conference aims to help PR professionals navigate IDG

Some 150 Boston-area PR professionals gained insights on how best to work with IDG's U.S. publications as well as IDC, IDG World Expo and IDG Expo Management Co. at this month's Meet IDG Conference.

*Some of the "Meet IDG" speakers: (front, L-R): InfoWorld Columnist and IDG Vice President Technology **Bob Metcalfe**; Industry Standard Executive Editor **Michael Parsons**. (Back, L-R): IDG World Expo Director of Marketing **Juliana Benson**, Federal Computer Week Editor-in-Chief **Paul McCloskey**, Computerworld Editor-in-Chief **Maryfran Johnson** and CIO Editor-in-Chief **Abbie Lundberg**.*

*IDG Corporate Communications Manager **Sarah Hansen** (standing), Corporate Communications Assistant **Sarah Drinon** (right) and **Carissa Gaetani** of Businesswire, which co-sponsored the conference, await attendees at the registration desk.*

IDG WORLD UPDATE PHOTOS

*More "Meet IDG" speakers: InfoWorld East Coast News Editor **Martin LaMonica**, IDC Corporate Communications Manager **Hillary DeMello**, PC World Contributing Editor **Anna Kandra** and IDC Research Analyst **Kevin Kane**.*

The half-day event featured editors from *Computerworld*, *Network World*, *InfoWorld*, *PC World*, *The Industry Standard*, *CIO* and *Federal Computer Week*, each of whom discussed his or her publication's editorial mission, the preferred method for receiving company news and story ideas and any differences that might exist between the print and online editorial staffs. The editors, as well as the representatives from IDC, IDG World Expo and IDG Expo Management Co. also discussed how PR professionals could best use their Web pages to gain information about their business units.

InfoWorld Columnist **Bob** "You-better-always-fill-in-the-subject-line-on-an-e-mail" **Metcalfe**, got the day under way with an entertaining and informative talk during which he reiterated his oft-voiced prediction regarding the imminent demise of the Internet stock market bubble and other controversial views that, he noted, have garnered him his first two online death threats.

According to IDG Corporate Communications Manager **Sarah Hansen**, who along with Corporate Communications Assistant **Sarah Drinon** organized the conference, "this event continues to clarify the best means of reaching the correct editor within a particular publication, place a speaking opportunity at an event or maximize a vendor visit with IDC. It also gives the participating IDG business units an opportunity to clearly state how they want to receive news or pitches from PR professionals, what they like and don't like."

Hansen noted that this event attracted twice the number of attendees as the first Meet IDG Conference held last October in San Francisco. The event is tentatively scheduled to return to the West Coast next fall. For more information contact Sarah Hansen at sarah_hansen@idg.com or Sarah Drinon at sarah_drinon@idg.com. WU

Wanted: Great on-the-job ideas

IDG World Update is collecting the best tips employees have for doing business better and will share them worldwide in an upcoming special issue. Send your best tips (in no more than six sentences) in one or more of the following categories to world_update@idg.com by Dec. 10. Be sure to include your name, title and business unit. And, to reward you for putting on your thinking cap, 10 people will be chosen in a random drawing to receive IDG baseball caps!

Functional areas:

- Sales
- Online
- Circulation
- Production
- Editorial
- Research
- Management

General:

- Stress busters
- Money savers
- Staying close to customers/customer service

Monday, November 22, 1999

Sales Associate (InfoWorld)
A Sales Associate is needed to provide support to our Regional Sales Manager in our Irvine, CA office. As a vital team member in a fast-paced environment, you will maintain sales/prospect databases; analyze the competition; provide strong customer service to clients and prepare presentations. Candidates must be PC proficient in Lotus Notes, Word, Excel, PowerPoint, the Internet, and have the ability to work independently as well as part of a team. The candidate must possess high energy and enthusiasm. *Location: Irvine, CA*
Contact: K. Niles; Fax: 650-312-0668; Email: resumes@infoworld.com

Associate Analyst, International Access Service (IDC)
The Associate Analyst, Account Manager will be responsible for high-level client interaction and support of a dedicated client base in both research delivery and business development for the International Access Service and IDC Passport products. Candidates must demonstrate a proven track record of success in working in deadline-oriented environments. The ideal candidate is a self-motivated individual with initiative and has the ability to complete tasks with limited supervision. Proven technical skills including working with databases and Excel capabilities are essential. An understanding of the global environment especially with regard to the IT marketplace are highly desirable. BA/BS required. *Location: Framingham, MA*
Contact: E. Storch; Fax: 508-935-4432; Phone: 508-935-4649; Email: idc_jobs@idc.com

Human Resource Director (Computerworld)
Computerworld is seeking a dynamic HR professional to join the Senior Leadership Team. Individual will develop and implement a strategic plan for HR and work closely with managers and employees. Individual will lead and manage a staff and oversee an employee population of 200. Individual will manage and participate in all aspects of HR including recruitment, training and development, employee relations, organizational development, compensation analysis/salary planning, with focus on employee retention and problem solving and management coaching. Individual will participate in IDG HR related initiatives with HR colleagues from other IDG Business Units. Position requires the candidate to have ongoing communication with Senior Leadership Team to insure strategic and operational consistency at all levels of the organization. Successful candidates will have a BA/BS or equivalent, plus 8-10 years of HR generalist experience, with a minimum of 3 years in an HR management role. Excellent judgment, written and verbal communication and decision-making skills a must. The ability to effectively perform in a fact paced, changing environment is essential to success. *Location: Framingham, MA*
Contact: M. Brunaccini; Fax: 508-820-3340; Phone: 508-820-7474; Email: hotjobs@nww.com

Director, Custom Publishing (CIO)
CIO Communications has an exciting opportunity in it's Custom Publishing department. The Director of Custom Publishing will develop new business proposals, participate in planning sessions, manage account managers in executing programs, oversee the overall quality of custom publishing products, manage financial forecasts, and project profitability. Requires 5-7 years' custom publishing or agency account management experience. Ideal candidate must be creative with strong communication, account management and customer service skills. Experience in multiple magazine publishing disciplines (editorial, design, production, etc.) a must.
Location: Framingham, MA
Contact: T. Gump; Fax: 508-935-4600; Phone: 508-935-4766; Email: tgjobs@idg.com

Administrative Coordinator (IDG List Services)
IDG List Services has a great opportunity for an energetic, highly motivated person to join their Email List Rental Department. Responsibilities include order processing, invoicing, list rental agreements, assisting sales staff, data entry, and general administrative duties. Responsibilities include order processing, data entry, order fulfillment, order follow-up, invoicing, billing, answering client inquiries, and general administrative duties. Ideal candidate will have strong attention to detail, excellent customer service skills, organizational skills, comfort and aptitude for working with numbers, ability to multitask in a fast paced environment, and computer skills (MS Office) with ability to create spreadsheets. Knowledge of the list business, computers, and publishing is a plus.
Location: Framingham, MA
Contact: E. Cormier; Fax: 508-935-4600; Phone: 508-935-4605; Email: ecjobs@idg.com

Research Manager, Enterprise Resource Management (IDC)
The Worldwide Services Research Group seeks a motivated Research Manager to manage and grow the Enterprise Resource Management program. Responsibilities will include conducting primary and secondary research, writing research deliverables, supporting and managing custom consulting projects, responding to client inquiries, and managing the program P&L. Ideally, the candidate for this position will have 5 years of experience in market research, and in the IT industry. An MBA is preferred. Strong quantitative, analytical, and writing skills are essential, with strong experience in Microsoft Office applications. Excellent customer relation and presentation skills are also required. *Location: Framingham, MA*
Contact: A. Shluger; Fax: 508-935-4432; Phone: 508-935-4133; Email: idc_jobs@idc.com

Editor (IDC)
IDC is seeking an on-line Publications editor who will serve as the Newsletter and on-line content editor to discern key information on industry trends and portray their significance in a cogent perspective for daily on-line and weekly email publication. The ideal candidate should be a fast learner who is able to assimilate information from various sources and turn data into meaningful, zesty pieces. Successful candidates will possess strong knowledge of the IT industry as well as excellent analytical skills and writing ability. Previous public speaking, business management, direct mail and marketing experience is a plus. Please include a one page writing sample on the importance of the Microsoft antitrust trial when applying. *Location: Framingham, MA*
Contact: A. Port; Fax: 508-935-4432; Phone: 508-935-4137; Email: idc_jobs@idc.com

Client Service Representative, Hardware Accounts (IDC)
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years' experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Location: Mt. View, CA*
Contact: S.Tate; Fax: 508-935-4432; Phone: 650-962-6499; Email: idc_jobs@idc.com

Graphics Coordinator (Computerworld)
The Graphics Coordinator helps conceive, collect and edit info-graphics and photography to make sure section and news pages are lively, with multiple visual elements, and that they encapsulate vital information for the CW audience. The Graphics Coordinator tracks these elements through the design and production process, working with reporters, editors, designers and the copy desk. The Graphics Coordinator attends all news and section planning meetings and conducts some independent research to obtain needed results. Moving forward, the position will include additional responsibilities for the Web site. This position requires excellent organizational skills, an eye for detail, interpersonal skills, computer skills (Quark Publishing System a plus). Familiarity with computer industry and its research organizations recommended. Editing skills, graphics and photo experience a plus. *Location: Framingham, MA*
Contact: M. Scanlon; Fax: 508-879-3760; Phone: 508-628-4903; E-mail: mary_scanlon@computerworld.com

Inside Sales Representative (IDG/B)
IDG Books seeks candidates for an Inside Sales Representative position. Besides being able to sell our titles via phone to an existing and expanding account base, this person must be able to complete various tasks to satisfactory resolution, and be able to work independently, think creatively, solve problems. Strong administrative, organizational and computer skills are necessary. Bookstore experience is a plus. *Location: Indianapolis, IN*
Contact: HR Dept.; Fax: 317-572-4001; E-mail: injobs@idgbooks.com

Production Systems Specialist (IDG/B)
This position requires strong technical and problem solving skills and will service the computer environment in the production department. The successful candidate must be Mac literate with at least 3 years of computer/systems experience in Quark, Pagemaker, Photoshop, Mac OS, Windows OS, Networking and knowledge of other related software. Some of the responsibilities include evaluating new and beta software, training new employees on software, managing and coordinating hardware and software repairs, archiving and insuring backup of all production files on a daily basis, maintaining and coordinating the production software and hardware in the production department. Must be an efficient problem solver, customer service oriented, an excellent communicator with strong project management skills. *Location: Foster City, CA*
Contact: D. Harris; Fax: 650-653-7513; Phone: 650-653-7194; E-mail:cajobs@idgbooks.com

Domestic Rights Manager (IDG/B)
Primary responsibility to license subrights for all technology titles to book clubs as well as to audio, serial, reprints, and direct mail. You will also process print orders and material requests, quote cost and inventory status, and provide general troubleshooting. BS/BA degree with 2-4 years of publishing or sales experience. Contracts management, negotiation and finance skills, excellent communication skills; technology experience a definite plus. Proficiency in Outlook, Excel, and FileMaker Pro. *Location: Foster City, CA*
Contact: C. Yam; Fax: 650-653-7513; Phone: 650-653-7198; E-mail: cajobs@idgbooks.com

Event Marketing Coordinator (IDG/B)
Responsibilities include but are not limited to: rooming list maintenance, coordination of tradeshow shipping, invoice processing, handling correspondence, filing, expense reports, etc. Individual must maintain excellent rapport with vendors, hotels, and other IDGB departments (such as human resources, public relations, and sales). The ideal candidate must be highly motivated, extremely organized, proactive, detail-oriented , persistent in follow-up, and possess strong organizational, communication, and customer service skills. Additionally, candidate must be comfortable working independently and must be and able to manage multiple priorities. He/She will also have excellent administrative and interpersonal skills. This position requires a person with a can-do attitude, an eye for detail, an excellent telephone manner and strong customer relations skills. Prior event logistics experience a plus. Exposure or experience researching and selecting vendors helpful. This position reports to the Event Marketing Manager. *Location: Foster City, CA*
Contact: HR Dept; Fax: 650-653-7513; Phone: 650-653-7197; E-mail: cajobs@idgbooks.com

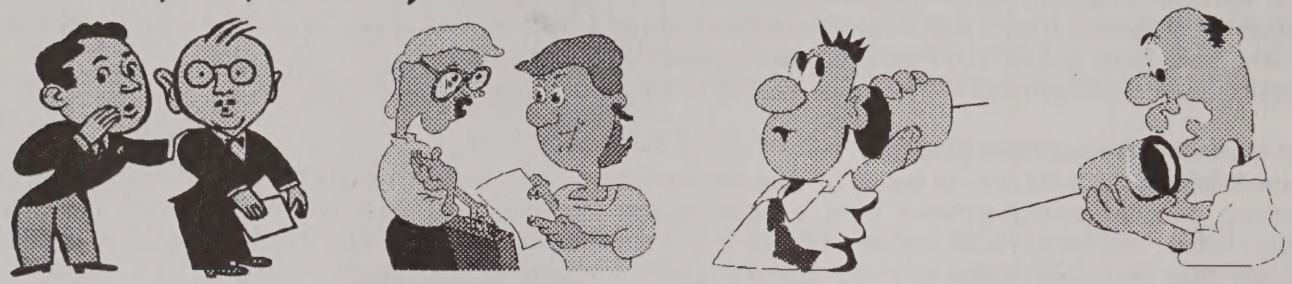
Managing Editor (Industry Standard)
The Industry Standard is looking for a Managing Editor who will oversee the overall quality of the magazine; supervise copy flow and page production; enforce deadlines; and supervise the copy desk. Major areas of responsibility: Overall editorial quality, copy flow and coordination, and management. Job requirements: proficiency with Quark is required and experience with QPS is preferred. Candidates should be familiar with Internet companies and terminology, as well as with AP Style. Requires: 3-5 years of high level magazine editing and production experience, preferably for a daily or weekly publication; excellent line-editing and headline-writing skills; experience supervising copyeditors; ability to work well under pressure; and excellent organizational skills and attention to detail. If interested, send resume, a cover letter and 2-3 clips to the hiring manager.
Location: San Francisco, CA
Contact: M. Butts; Fax: 415-733-5401; Phone: 415-733-5473; mickeyb@thestandard.com

Deputy Managing Editor (Industry Standard)
The Industry Standard is looking for a Deputy Managing Editor who will: ensure the highest level of editing, copyediting, display copy and design treatment; supervise day-to-day copy flow and page production; enforce deadlines; supervise and schedule copyeditors; and ensure that the magazine ships on time. Job Requirements: Proficiency with Quark is required, and experience with QPS is preferred. Candidates should be familiar with Internet companies and terminology, as well as with AP Style. Two to three years of copyediting, substantial line-editing, headline-writing and magazine-production experience, preferably for a daily or weekly publication at the copy chief/deputy managing editor level or above; experience supervising other copyeditors required. Candidates must have the ability to work well under pressure and be highly organized and detail-oriented. If interested, send resume, cover letter and 2 to 3 clips to the hiring manager. *Location: San Francisco, CA*
Contact: M. Butts; Fax: 415-733-5401; Phone: 415-733-5473; mickeyb@thestandard.com

Copy Editor (Industry Standard)
The Industry Standard is looking for a Copy Editor to copyedit articles on a tight schedule for spelling, grammar, house style, tone, logic, formatting and consistency; enter corrections; proofread final proofs; help coordinate display copy and art elements; write deadlines, decks, captions, and miscellaneous display copy as needed. Job requirements: proficiency with Quark is required and experience with QPS is preferred. Candidates should be familiar with Internet companies and terminology, as well as with AP Style. Required: at least one year of copyediting experience, preferably for a daily or weekly publication or news oriented website; ability to work well under pressure; and be highly organized and detail oriented. To apply, send resume, cover letter and 2-3 clips to the hiring manager. *Location: San Francisco, CA*
Contact: M. Butts; Fax: 415-733-5401; Phone: 415-733-5473; mickeyb@thestandard.com

IDG Employee Referral Bonus Plan

Keep Spreading the news....



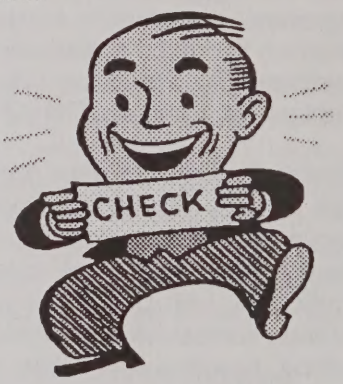
Just fill out this form and attach it to the resume. If the person you refer is hired you will receive a bonus of up to $500*.

- $500* for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200* for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize -- $2,000 Runner-Up -- $1,500

RULES

- Employees of all IDG Divisions are eligible to participate; however, you will only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days.
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within his/her own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.



Date:_____

Applicant's Name:_____

Position Referred to:_____

Company Name:_____

Referred by: (Employee Name)_____

Company Name:_____

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

For Human Resources Only

Employee Receiving Bonus:_____

Company Name:_____

Referred Employee:_____

Company Name:_____

Date of Hire:_____

Ninety Day Date:_____

Charged to BU/Department# _____

H.R. Signature:_____

Bonus check to be given to:_____

Bonus Amount: _____

**Referral bonus amounts may vary within IDG. Check with your Business Unit's HR Department for details.*

GamePro staff joins the search for life beyond games

Dial-up home

Facts from the SETI@Home Web site:

SETI@Home was launched on May 17, 1999, and within four weeks had 600,000 participants. SETI@Home is now the planet's largest supercomputer — spread out over 205 countries.

As of Oct. 22, 1999, SETI@Home had accumulated more than 100,000 years of computer time, more than any other computing project in history. It has recorded over 85 million "candidate signals" in its database and is preparing to start the second phase of analysis, which will search these candidates looking for "repeat events."

In August, SETI@Home was named one of *Popular Science*'s "50 Best Of The Web." This annual award recognizes the site for "its excellent science and technology content."

Eight *GamePro* employees are donating their computers to science on a daily basis. When their owners are away from their desks, the computers search for aliens.

The systems are running SETI@Home, a program that connects them to the Search for Extraterrestrial Intelligence (SETI) project at the University of California/Berkeley. Mountain View, Calif.-based SETI — whose research is designed to answer the question: Are we alone in the universe? — uses radio telescopes in the desert to search and map the skies for signals from other life forms. According to **Dan Amrich**, *GamePro* senior associate editor, UC Berkeley has the "unenviable" job of interpreting those signals and deciding which are noise and which could lead to an extraterrestrial contact.

Deciphering the collected data requires vast amounts of processing power to crunch all the numbers, so UC Berkeley created the SETI@Home project, which lets any PC or Macintosh user download an interpreter program and donate any spare computing time.

"A quick connection to Berkeley's servers will download raw data to the SETI@Home client, which runs as a screen saver," Amrich said. "The program will automatically send and receive data from Berkeley, kicking in whenever your screen saver activates.

"Since many people in our office leave their computers on all the time," Amrich said, "we're basically donating unused processor time to charity." The speed of each computer's processor and its floating-point math capabilities determine how fast the software interprets the data received from Berkeley, yielding "a neat, colored light show as it crunches the numbers," he observed.

He said that the *GamePro* staff sees SETI@Home as "a good, geeky cause. We have a lot of science-fiction fans and editors who are intrigued by the search for alien life." The project was also mentioned in the magazine's "Static" column, "even though it doesn't run on a Sony Playstation," Amrich said.

Amrich said that he is averaging about 10 hours of computing time on two computers per signal received, "which is good for lunchroom credibility. It's about the common good, certainly, and the department coming together, but it's also a way to annoy your co-workers with who has the most processing time." He said that after two months the combined CPU time donated by the *GamePro* staff to date is about a year and a half, with some staffers running SETI@Home on both their work and home computers.

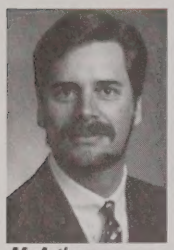
And they're not alone. Employees at IDG offices in Spain, Poland and the Czech Republic are also contributing their systems' down times. Amrich said he discovered this by checking the site to see if there were any another groups beginning with "I" involved in the project.

"It's not a contest," Amrich said, "but it is cool to see IDG divisions from around the globe chipping in for a common goal. Surely, if this project leads to a significant signal being discovered, the SETI@Home program would identify the group that helped crunch the crucial data. So I guess geek fame could be the payoff. You don't get a bike or anything."

For more information, contact Dan Amrich at damrich@gamepro.com or go to http://setiathome.ssl.berkeley.edu. WU

ET, where are you? Some of the GamePro staff members involved in the SETI@Home program check out their search for alien communication. (Front, L-R): Assistant Editor, GameProWorld.com ***Danny Lam****, Editorial Assistant* ***Lindsay Young****. (Back, L-R): Senior Associate Editor* ***Dan Amrich****, Assistant Production Manager* ***Michele Thomas****, Editor-in-Chief* ***Wes Nihei****.*

noteworthy people


McArthur

Hwang

Dustrud

Larson

Salmi

Mendoza

Promotions

IDC Program Director, Storage Research **John McArthur** has been promoted to vice president, Storage Research. "Since signing on with the IDC Storage group John has been a key mentor, coach, and leader for the program," said **Crawford DelPrete**, group vice president of Computers, Components and Peripherals Research. "Under John's management IDC has built a leading consulting and CIS practice in both the Storage Mechanisms and Systems areas. In the last 12 months John personally has completed over $300,000 in staff consulting to the Storage P & L. This represents the largest consulting contribution of any individual in the hardware group."

IDC's **Diana Hwang** has been promoted from research manager, Smart Handheld Devices, to program manager, Mobile Research. "Diana has been a key force in the tremendous financial and research success of the Smart Handheld Devices program," said **Randy Giusto**, vice president of Worldwide Desktop and Mobile Research Programs. "Her management and research leadership skills have resulted in huge success for the program, and it has become the definitive standard for handheld industry research, second to none. Diana is highly respected by clients, industry movers and shakers, and key business and trade press contacts. She has helped me take the Smart Handheld Devices program...and build it into a $1.1 million program with over 45 clients."

New employees

Brian Dustrud has been hired by *The Industry Standard* as a copy editor, coming from the Contra Costa (Calif.) Newspapers, where he held a similar position. He holds a degree in journalism from Arizona State University in Tempe.

Laura Rodde joins *The Industry Standard* as a customer service manager, coming from Telerx, Inc., a call center outsourcing firm, where she worked as a consultant. She holds a B.S. in consumer science from the University of Wisconsin/Madison, has run the Boston Marathon and recently rode a bicycle from Lisbon, Portugal, to Vienna, Austria.

Susan Orenstein has joined *The Industry Standard*'s New York City staff as a feature writer. She holds a B.A. in English from Yale University, enjoys bicycling and "recently did a big cleaning of my apartment."

Macworld has hired **Philip Michaels** as an associate editor. He was previously a staff reporter for *Investor's Business Daily*. A graduate of the University of California/San Diego with a B.A. in communications, he enjoys historical baseball research in his spare time.

Previously a radio announcer with CBS Radio in San Jose, Calif., where he doubled the traffic on the station's Web site by pulling off a fake "hack" as a publicity stunt, **Brett Larson** is now an assistant editor at *Macworld*. He received his radio certificate from Ohlone College in Fremont, Calif., and is licensed by the Federal Communications Commission. Away from his desk he enjoys weight training and black-and-white photography.

Lynda Borja is IDG Books newest royalties specialist in the Foster City, Calif., office. She was previously general ledger accountant with Management Solutions. She is currently writing her M.B.A. thesis for San Francisco State University and enjoys reading and tennis.

Previously a desktop publishing manager at Kinko's, **Victor Perez-Varela** is now a page layout technician at IDG Books' Foster City, Calif., office. He holds a B.A. in graphic design from the University of California/Berkeley, as well as degrees in French and photojournalism from the Alliance Francaise and University of Madrid, respectively. In his spare time, he enjoys sports and reading.

IDG.net has hired **Jessica Byrnes** as senior client services assistant, a job until recently she held on a contract basis. She was previously an account manager with NaviSite and earned a B.S. in mass communications from Boston University. Outside the office she enjoys exploring Northern California.

After working as a manager at a Minneapolis vocational center for mentally challenged adults, **Bridget Salmi** has relocated to the San Francisco Bay Area and is IDG Books' new public relations assistant. She holds a B.A. in English and journalism from the University of Iowa and likes to run, travel and read.

IDG Books' Foster City, Calif., office has hired **Rudy Mendoza** as a graphic technician. For 10 years he worked as a freelancer at various graphics companies, doing layout, color and prepress projects. He attended Evergreen College and holds certificates in multimedia and graphic arts from the Masters Institute, a graphic arts school. Away from his desk, he enjoys acting and gardening.

Previously an English teacher at the California Language Center, **Michelle Brown** is now a publicity assistant at IDG Books in California. She earned a B.A. in English from the University of Texas/Austin and enjoys ballet and reading.

IDC has hired **Brian Burke** as a Software inquiry analyst. He previously worked for The Gartner Group, Inc. as manager of client care. He holds a B.S. in business from Westfield State College in Westfield, Mass., enjoys sports and boating, and is expecting his first child soon.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Ted Bloom *IDG*

18
Sheryl Merchant *IGS*

13
Frank Genovese *CIO*

12
Michelle Chase *IDG*
Yolanda Gee *IDG*
Allan Alter *Computerworld*
Tony Membrino *IDC*

11
Jayne Enos *IDG*
Denise Perreault *CIO*
Sally Reinfeld *IDG*
Elizabeth Heichler *IDG News Service*

10
Donna Cahill *IDG*

9
Susan Woodworth *CIO*
Geri Giovanni *IDG*
Connie Brown *Computerworld*
Jill Welch *InfoWorld*

8
Hugo Shong *IDG Asia*
Lynn Levasseur *IDG*

7
Marcy Dill *CIO*
Ingemo Ilander *IDG Sweden*

6
Robin Azar *CIO*
Marc Ferranti *IDG News Service*
Shelly Reimer *IDG Games Media Group*
Henrik Petersen *IDG Denmark*
Mats Öhman *IDG Sweden*

5
Lyndsey Pomella *IDG*
Sally Sinclair *IDG*
Stuart Needels *IDG*
Traci Gere *IDC*

4
Jonathan Baron *IDG International Pub. Svcs.*
Lisa Munroe *CIO*
Jamie Eckle *Computerworld*
Catherine Chebat *IDG France*

3
Lynne Rigolini *CIO*
Faith Huang *IDG Asia*
Alan Wu *IDG*
Yuliya Korentsvit *IDG Central Services*
Matthew Woollacott *InfoWorld*
Matthew Lusher *IDG Books*
Tricia Morrissey *IDG Books*
Leong Chee-Ming *IDC Singapore*

2
Lee Tuttle *CIO*
David Woodall *CIO*
Charles Facka *IDG*
Kelli Botta *CIO*
Ifyeyinwa Orakwue *IDG*
Meridith Levinson *CIO*
Hilary Green *IDG Communications*
Djuna Woods *IDC*
Amy Harris *IDC*
Carmen Krikorian *IDG Books*
Martijn van der Veen *IDC Benelux*
Kristofer Sjoberg *IDG Sweden*

1
Dawn Cora *CIO*
Eleanor Schwab *CIO*
Francis Hare *IDC*
Albert Pang *IDC*
Theresa Thayer *IDC*
Ian Smith *IDG Books*
Nancy Bower *IDG Books*
Paul Newis *PC Advisor*
Linda Jidell *IDG Sweden*
Stellan Lamberth *IDG Sweden*
Tony Kollberg *IDG Sweden*
Henrik Selbo *IDG Sweden*
Rickard Sallander *IDG*
Kim Tielman *IDG Sweden*
David Noonan *IDG Sweden*
Aman Khan *IDG Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG News Service provides daily Comdex coverage

IDG News Service News Editor (New York) ***Marc Ferranti*** *(left) and Copy Editor (London)* ***Doug Gray*** *confer in the newsroom.*

As it has since 1992, the IDG News Service set up shop in a temporary newsroom in Las Vegas to provide daily coverage of the annual Fall Comdex show.

This year, 18 IDG News Service journalists filed an average of 25 stories a day for use by IDG's worldwide family of publications. In addition, IDG journalists from Sweden, Germany, the Netherlands, France, Finland and the U.S. made use of the newsroom during the show to file their own stories.

On the Sunday before Comdex began, the News Service hosted an international editors luncheon that featured a lively exchange of ideas regarding IDG's online strategy. The meeting was declared a success by the 30 or so participants who asked that similar get-togethers be organized at major trade shows at least twice a year, according to Executive Editor **Elizabeth Heichler**.

IDG WORLD UPDATE PHOTOS

IDG News Service Senior U.S. Correspondent (San Francisco) ***James Niccolai*** *files a story.*

The IDG News Service also made its television debut this year in the person of San Francisco Correspondent **Jack McCarthy**. McCarthy appeared on CNN's Moneyline program to provide some commentary about show news, specifically Linux creator Linus Torvalds' hush-hush new company, Transmeta. WU

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Steve Harris** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Honorable mentions

"Well, ma'am, all the occult powers and spells you know mean nothing to Windows."
Paul Barden, *ITworld.com*

"So you're the editorial team's new 'spell' checker, huh?"
Dan Amrich, *IDG Games Media Group*

"No, no, no! I said it looks like a switch problem, not a witch problem."
Mike McPhee, *CIO*

"Out damned virus! This is what you get for downloading the full version of *Macbeth* on Halloween!"
Kerry Dodds, *IDG New Zealand*

"Sometimes you just gotta live with these newt-fangled inventions — warts and all."
Linda Stark, *IDG Books*

"Unfortunately, eye of newt is not an effective substitute for anti-virus software."
Natale Russo, *IDG Games Media Group*

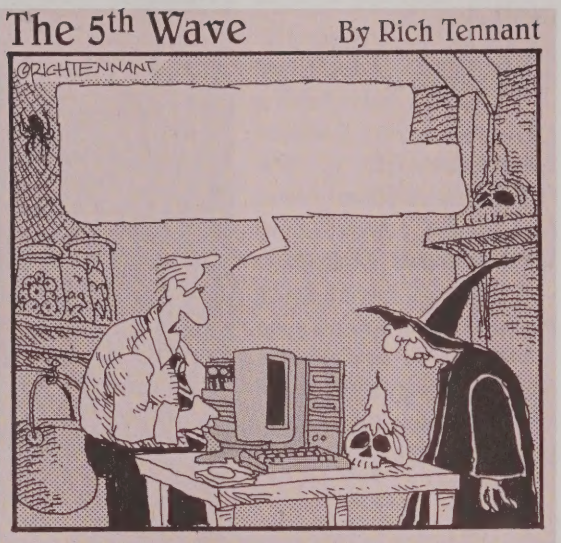
"In laywitch terms, it has bats in its belfry."
Maridee Ennis, *IDG Books*

"All I can figure out is that your latest spell must have sent us back in time. This PC crashed because of the Year 1000 bug."
Michael Welch, *IDG Books*

"Nurse, pass me a bat wing and a pigeon hat. I don't think Microsoft has tried that before."
Kim Wilken, *IDG Denmark*

"You don't need tech support – you need Harry Potter!"
David Grayson, *PC World*

"Your hard drive got corrupted just after you logged on to angels.com."
Simon Salamon, *IDC New York*



"I doubt it was you. A hex comes pre-installed at the factory."
Steve Harris, *IDC*

"Be right back, ma'am. I've got an eye of newt back in the truck that'll fit right here into this chip socket. This baby will be up and running in no time."
Mary Bednarek, *IDG Books*

"I don't know anything about a field of poison poppies or a little girl named Dorothy, but I do know that spell check doesn't work that way."
Tammy Castleman, *IDG Books*

"It's the eye of newt that's giving us the problem here."
Sandy Weill, *Network World*

"Here's your problem. The spell check is broken."
Marlo Matoska, *Network World*

"There's your problem — spider's too undernourished for Web browsing. You're gonna need a lot more bugs in this system."
Barry Childs-Helton, *IDG Books*

Rich Tennant's original

"Okay, here's your problem. You've got warts on your motherboard."

Network World on the move

Network World, Inc. will be relocating as of Dec. 6. The new address will be:

118 Turnpike Road
P.O. Box 9108
Southborough, Mass.
01772-9108

Tel: 508-460-3333
The new fax numbers have not yet been assigned. All direct dial numbers will change.

IDG WorldUpdate

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The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDC Latin America marks 10 years

At IDC Latin America's recent client party in Miami, Vice President **Eric Prothero** gave the company's top 10 predictions* for the next millennium:

1. Within five years, you will be able to access IDC Latin America data over the Web through your cellular phone, Palm Pilot or other Internet access device.
2. Internet access device penetration will reach 50% of the Latin America population by 2010.
3. Alternate on-line payment technologies (such as virtual cash, prepaid cards, and micro-payments) will be more developed, used and accepted in Latin America than they are in the U.S. before 2010.
4. Cellular penetration in Latin America will equal landline penetration (at 35%) within five years.
5. Internet and e-commerce growth will drive the creation of an Americas free-trade zone.
6. Within the small- and medium-business segments, PC penetration on the Internet will be greater than PC penetration on a LAN by 2003.
7. Within the next five years the number of users of downloaded free software will surpass the number of users of licensed software in Latin America.
8. Packet switching will begin to surpass circuit switching in Latin America by 2005.
9. Unified messaging will be as ubiquitous as e-mail in Latin America by 2010.
10. There will be 100,000,000 Internet users in Latin America by 2010.

*These predictions were developed to generate discussion at the Nov. 2 event and were not firmly grounded in any particular market research.

more on IDC on page 7

U.S. enterprise weeklies coordinate ad sales effort

ITcareers consolidates recruitment ad sales for CW, IW, NW and CIO

Improving customer service led to the creation of one of IDG's newest U.S. divisions: ITcareers (ITC). The 19-member service unit, launched Oct. 1, centralizes the recruitment advertising sales for the weekly enterprise publications *Computerworld*, *InfoWorld* and *Network World*, as well as the bi-weekly *CIO* and IDG's new online IT career portal, www.ITcareers.com.

"Given market conditions and the way recruitment ads are positioned in both print and on the Web, it made sense for IDG to centralize its efforts. We've all been calling on the same customers, and it's been repetitive," said **Janis Crowley**, vice president/general manager of ITC.

"The brands the customers and readers know are the individual publications. When we officially launch ITcareers to the public in January we'll be the umbrella brand. The strength of ITcareers, though, is the IDG publications behind it."

More and more recruiting dollars are going to Web sites such as Monster.com or to fund image-based advertising in newspapers and magazines. The ITcareers network repositions IDG as essential in any high-tech recruiting program. By offering the four publications as a network buy, advertisers can reach more IT professionals – more than 2.8 million a week, which is more than two-thirds of U.S.

continued on page 4

Computerworld Danmark staff has Y2K covered

IDG Denmark's Y2K Task Force: (front row, l-r): ***Claus Thorhauge, Birte Matsen, Eva Sandner, Lene Sekjaer, Helle Thilo****. Back row (l-r):* ***Dorte Toft, Jesper Troelstrup, Kim Marquart, Klavs Andersen, Magnus Bredsdorff, Torben Simonsen*** *and* ***Rune Michaelsen****.*

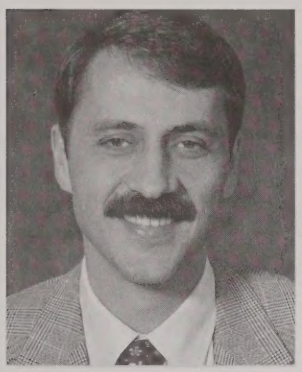
Early adopters of the Y2K story, the editorial staff at *Computerworld Danmark* has been providing its readers with intensive coverage of the IT-related issues surrounding the dawn of the new millennium for two years now. And, since the publication appears two times almost every week (Tuesday and Friday), readers have had 92 chances a year to keep up with all the latest news. And that's not including the three special, full-color, 48-page Y2K magazines the staff has produced. And they're far from done.

"Our approach all along has been that the Y2K problem reaches far beyond the IT community itself. We have provided our readers with lots of best practices and international stories as well as lots and lots of locally focused Y2K stories, produced by our own dedicated Y2K Task Force," noted Editor-in-Chief **Finn Morsing**. And all their hard work has definitely paid off. "We have set the bar for Y2K coverage in Denmark," Morsing said, "and are the prime source of Y2K information for Danish television, radio and the daily press."

Beginning Dec. 21, *Computerworld Danmark* will provide a daily Y2K news service for these media. Information will be sent by both e-mail and fax and cover both national and international develop-

continued on page 5

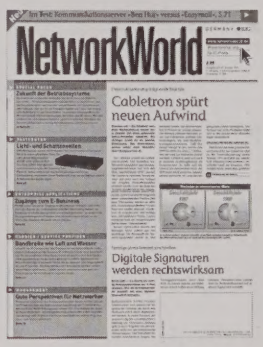
Computerwoche transforms *gateway* into *NetworkWorld Germany*



Gerd Bausewein, editor-in-chief of Network World Germany.

Computerwoche Verlag fully integrated its networking publication into the *Network World* product line last month when it introduced *NetworkWorld Germany* at the Systems '99 trade show in Munich.

Previously known as *gateway*, a magazine that Computerwoche had been publishing since May 1998 after it acquired the title from Heinz Heise, *NetworkWorld Germany* not only has a new name but a new distribution formula. The tabloid-size title has a print run of 48,000 and a fully controlled circulation of 30,000 (40,000 by the end of this year); previously *gateway* had a small sold circulation component.



NetworkWorld Germany will be published biweekly, with 21 issues per year.

NetworkWorld Germany targets IT professionals responsible for the planning, building and administration of voice and data networks. Covering the latest news, emerging trends, test results and industry data, the publication features a range of topics including LAN/WAN technologies, network operating systems, server hardware, databases, computer-telephony integration, ISDN technologies and telecommunications systems.

Redesigned for its debut, the publication now delivers information more efficiently than its predecessor, summarizing technologies on a maximum of one page. References to supplementary and more in-depth sources point readers to the publication's Web site (www.networkworld.de), where the qualified readership has access to a restricted segment of the site for more detailed information. For example: access to a full-text search of *gateway* text from 1986-1999, extensive lists of manufacturers, Q&A panels with networking experts and a daily e-mail newsletter with news and links to selected online sources.

Comparative tests of hardware and software products will be done by the *NetworkWorld Germany* Test Lab in Munich; the European Advanced Networking Test Center, an independent institute affiliated with the University of Berlin; and other qualified international partners.

One of Editor-in-Chief **Gerd Bausewein**'s goals is to build an international backbone of "Network World Partner Labs" that coordinates worldwide networking test activities and exchanges high-quality test results.

For more information, contact Publisher **Eva-Maria Behrendt** at ebehrendt@networkworld.de or Gerd Bausewein at gbausewein@networkworld.de. WU

Network World product line by the numbers

10 = titles around the globe with the *Network World* title

15 = IDG networking publications with names other than *Network World*.

700,000 = worldwide circulation of IDG's networking titles

5.1 million = network specialists reached by IDG networking titles worldwide

IDG Sweden launches IT-focused online investing service

Swedish investors who want to learn more about IT companies and speculate in the IT market now have a one-stop site to do both, courtesy of IDG Sweden.

Launched on Oct. 1, http://itaktier.idg.se features a comprehensive news service, Sweden's biggest stocks and investment chat site, and a complete stock trading service over the Internet. The site logged 84,000 visits during its first month of operation.

The stock trading transactions are handled by Teletrade (www.teletrade.se), a leading Swedish Internet stock brokerage firm in which IDG Sweden holds a 23% stake. Although the focus is on Swedish stocks, a visitor to the site can buy and sell any stock on the Swedish or the U.S. stock markets.

IDG Sweden has long claimed the country's best coverage of IT stocks and furthered its lead by hiring "two of the best financial writers in the industry who can focus on the financial aspects of stock trading," said IDG Sweden General Manager **Bengt Marnfeldt**.

In addition to the two financial writers, the site's news service includes a Reuters news feed as well as content from IDG Sweden's more than 80 journalists. *Computer Sweden* collaborates with itaktier.idg.se and continues to cover IT stocks in its print publication.

"Besides the fact that we're offering a better service to our customers, we also see this new site as a strategic and financial investment," Marnfeldt said. Being a major owner of Teletrade also means that we have a strong interest in the growth of the company."

Teletrade's stock is now traded via a brokerage firm but will be traded on the Stockholm Stock Exchange in March. The stock has gone up 500% since IDG first bought a 16% share last April. WU

More than 50 of IDG Sweden's 230 employees are involved in Internet-related projects. Among them are the Web sites associated with Sweden's 16 publications, the JobUniverse recruitment site and a Web community.

Q and A executive

Evilee Thibeault
The president and publisher of Network World is this week's columnist. Part 1 of her column appeared on Nov. 22.

Network World at-a-glance

Established 1986

Location Southborough, Mass. (as of 12/6/99)

Number of employees 140

Products
Print: Network World (weekly, including bimonthly special issues that comprise the Signature Series. *Online:* Web site Network World Fusion (www.nwfusion.com) and e-mail newsletters. *Events:* NW Technical Seminars, NW Town Meetings, NW Tech Updates and NW Virtual and Custom Seminars.

Recent accomplishments
- Successful award-winning Signature Series issues.
- Advertiser/sponsor testimonial marketing campaign.
- Profitable Web site.
- Exciting seminar offerings and pioneered virtual events.
- Excellence in selling NWI-branded products.
- Making FY99 plan and increasing share by more than eight points.

Challenges for FY00
- Attracting and retaining a talented team.
- Being able to act quickly on all the brilliant ideas generated by the team.

Q What is the Network World Signature Series?

A An annual series of bimonthly special issues focused on timeless topics. The series includes our Power Issue and the E-commerce, NW 200, Buzz, You and Best issues. They have slick artistic covers, and the second half of the issue is feature-oriented and dedicated to the specific topic (the Power Issue is 100% dedicated editorial). They are produced by Executive Editor **Beth Schultz** in conjunction with her highly talented team and contributed to by other *NW* editors. The ideas for the issues come from all around the company. For example, **Charley Spektor**, our managing editor, suggested the You Issue and **Paul Lee**, our assistant art director, suggested the Best issue, which premiered at Comdex with an amazing 156-page folio and many inserts.

Every one of these special issues is a keeper, many of the issues win awards and their evergreen nature further solidifies the brand each year. Our readers spend a lot of time with these issues, and our advertisers and agencies can read and enjoy the significance of the content. The best part is that they all generate incremental revenue.

Q Network World Fusion has recently stopped requiring users to register. Why?

A We have modified the registration process for Network World Fusion (www.nwfusion.com). Instead of requiring every visitor to register, we have opened the front door to Fusion with specific premium areas requiring registration. Not much has really changed, as NWF is still knowledge from the brand readers trust, but we now let our content act as the filter. If you are not involved in networking, you would have little reason to spend time on NWF.

NWF maximizes and creates content affinity and community by delivering daily networking news coverage, active user forums, broad-based and focused newsletters, interactive buyers' guides, a feedback feature in every online article and true integration with our print publication. Viewers come to our site, more than 3.7 million page views a month, based on the content and community we provide. Even fully registered, NWF consistently has more page views than all competitive network sites combined.

We modified registration for several reasons. Our specific content is filter enough and is indicative of the types of viewers who would use Fusion, so the additional information did not buy us much in the marketplace. In addition, there are many vendor concerns about privacy, and regulations may be forthcoming. We see relaxed registration as a way to explore new and related market opportunities.

Q Can you explain Network World's seminar strategy?

A Network World, Inc. (NWI) began to be involved in events about eight years ago, and they have been successful because of our ability to bring our reader and vendor customers together in face-to-face forums. The venue ties us closer to our audience and brings the audience alive for sponsors. Our seminar programs have evolved into a five-pronged strategy based on the types of issues/technologies being covered. The Town Meetings feature a *NW* editor and an industry analyst, offer speaking platforms to sponsoring vendors and are free to attendees. Technical seminars feature a well-known analyst, tend to be on hotter topics and are paid attendee events. Tech Update is a hybrid model of our Town Meeting and Technical Seminars. We also offer custom events and virtual events together with ITworld.com.

Vendors partner with us for the credibility of our brand, visibility to a key audience of network IS professionals, our analyst relationships and proven turnkey method of integrated marketing. The revenue and profit is now a core part of the NWI business, and our customers cannot say enough about the ROI they experience as a result of our events. One sponsor just told us that 25% of the leads he collected from one Town Meeting turned into viable leads. He has already signed up for next year's program and will be our next published customer testimonial as he uses NWI print and online and events.

Q Describe your career path.

A A strong background in media, marketing and research coupled with several stints at a client and an ad agency gave me first-hand perspective on customer needs. I started temping at CMP in 1981 and in August 1999 was named president and publisher of Network World, Inc. During the 18 years in between I was fortunate to be hired twice and mentored by **Gary Beach**. He hired me in 1986 at Data Communications and again in 1989 after he and **Donna Pomponi** were calling on me while I was ad director at Motorola. During my first six years here, I held various marketing jobs and then Colin Ungaro posted the *Network World* publisher job. I interviewed for that, and after a four-month process, Colin promoted me to associate publisher from VP of marketing. A year later I was appointed publisher. With Colin's departure this August, **Joe Levy** graciously asked me to take over NWI.

ITcareers

continued from page 1

technology professionals — than any other source, not to mention supplement their advertising on the Web at ITcareers.com.

While *Information Week* and *PC Week* do have recruitment sections, ITC's competition is primarily local newspapers and job Web sites. According to Crowley, newspapers have always had healthy Help Wanted sections because the first option for ITC's broad range of potential advertisers – companies with a continuous need for high-tech professionals – is to recruit locally or at least regionally. By offering *InfoWorld*, *Network World* and *Computerworld* as a cross-publication regional buy ITC expects to move quickly out of the gate. (Because of its bi-monthly schedule, *CIO* is not included in regional buys.)

"We will also be selling cross-book nationally as well as regionally, so an advertiser can buy into all the books – or two or one – on a regional or national basis, an individual book on a national basis, or the Web site. It's one-stop shopping," she said, "with one [sales] representative, one bill."

Here's how it works: Seattle-based coffee purveyor Starbucks is looking for an IS director. In order to place a recruitment ad with IDG, the client calls ITC's Western regional team in San Mateo, Calif., regardless of which publication(s) the client wants to target, and works with one sales representative who will create a proposal for print and online. (Other regional sales offices are located in Chicago; New York City; Washington, D.C. and Framingham. Crowley said they will be looking at city-specific sales as well.)

This 'one-rep' approach is "definitely something our customers are interested in because we deal with the same customers all the time," Crowley said. Starting in January, ITC will sell all publications by region. There will no longer be a *Computerworld* Southeast recruitment sales representative, for example, but an ITC Southeast representative handling all of the product lines for that region. The publications' print recruitment sections will carry the ITC logo.

Once the ad is sold, the sales rep makes the space reservation(s), and the ad is sent electronically to ITC's operations department. Because ITC competes with local newspapers across the country, it will take ads as late as the Thursday before the Monday issue date. Billing arrangements are handled by *InfoWorld*'s financial department.

Crowley

Williams

Janis Crowley, vice president/general manager of ITcareers, is based in San Mateo, Calif., and leads the sales team for IDG customers. **Mark Williams**, chief operating officer of ITcareers.com, is based in San Francisco and leads the team that creates a destination site for IT job seekers.

Growth industry

Demand far outpaces supply when it comes to hiring IT professionals, and it's not going to get better any time soon. ITcareers Vice President **Janis Crowley** said that the U.S. Department of Labor predicts that there will be more than 1 million new IT jobs created between now and 2006. Aggravating the shortage of IT professionals are increasing salaries and turnover rates hovering around 20%. Also, universities are not keeping up with the demand – in 1999 only 35,000 students will be awarded degrees in computer-science-related fields to fill 350,000 job openings.

"We're getting such positive feedback from our clients," Crowley said. "The ITcareers network is so customer-oriented and easy to use. We're now able to offer our clients an easy way to reach our audience and a bigger bang for their buck."

ITC gives IDG more competitive firepower in an already crowded market, she said. "We can now offer diverse services that reflect our customers' spending budgets. Consolidating builds a stronger career site on the Web, which brings more IT job ads and consequently more traffic to and from IDG. All in all, a better result for advertisers."

It's a great time to be in the business of IT recruiting, according to Crowley, as it is rapidly moving online. "We did a survey of our current recruiting customers and readers, and both said they'll use print and the Web when looking for someone for a job."

Since more and more advertisers are finding it cost-effective and timely to place their ads on the 'Net, Crowley said it made sense for IDG to centralize in one Web job recruitment site, rather than have the publications' sites – and staffs – compete for ads. "With the Web," she said, "the more jobs posted and the more traffic, the better."

After just six weeks in development, the ITcareers.com site launched earlier this month. With the launch, the ITcareers sales team can offer recruitment advertisers online and print placement, plus attractive discounts if they advertise using both. Online or off, Crowley is confident ITcareers will capture a bigger share of the IT recruiting market.

"To the customer the ITcareers network is one, integrated product," Crowley said. "By consolidating Computerworldcareers.com, Network World Careers

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COMPUTER ADVERTISERS' MEDIA ADVISOR

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SPOTLIGHT

IDG looks ahead

Conlin sees numerous models on Web

By Mike D'Onofrio

Publishing giant International Data Group (IDG) was a longtime print leader and has been at the forefront online since the Web took off around 1994-95.

Individual IDG Web sites such as Network World Fusion and InfoWorld were pioneers in delivering accountability to advertisers in the new medium.

The Internet phenomenon has also spurred growth on the print side, most notably with the Industry Standard. Computer Advertisers' Media Advisor recently spent a few minutes with Kelly Conlin, president of IDG, talking about the convergence of 'Net and print, as well as his thoughts on the direction of each.

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CAMA: With the Web explosion showing no signs of slowing down, is this a good or bad time for print?

I think we're moving into a new era where there will be complementary media, where each medium will focus on what it does best, and we're right now finding our way there. If you look at our print advertising revenue worldwide, (you'll see) we're increasing. Right now the Web revenue is growing faster, but it's off of a much smaller base.

CAMA: With the Internet and the continued growth of personal computers, there is more specialization and more niche markets to be addressed. How does this affect a general-computing publication such as Computerworld, which may have seen itself as all things to all people in the IT universe?

Kelly Conlin

In some ways that's overplaying where (Computerworld) was, and underplaying where it is. Is there specialization? Absolutely. And does the specific drive out the general? Absolutely.

When you look at the enterprise computing audience, IDG has as broad a reach as anyone around the world, so we have that waterfront covered.

But all of our publications have various levels of specificity. We have Webzines that focus on very specific audiences like the Java or Linux audiences — all the way up to publications that are 1.25 million circulation.

So I think it would be over-generalization to say there is one overriding approach that works. You have to have different approaches for different audiences, whether highly focused on really technical content or more business oriented.

Moving over to the Web, we see that ad spending keeps going through the roof. But is it working?

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Copyright D&G Communications Inc., 77 Ahlgren Circle, Marlborough, MA 01752 (508) 787-0022 Fax (508) 229-0115 CAMADG@aol.com Mike D'Onofrio, Publisher; Jack Edmonston, Executive Editor; Joan Glasheen, Managing Director; Kathy Hayes, Consultant. REPRODUCTION BY ANY MEANS STRICTLY PROHIBITED. Subscriptions $229 a year for 12 issues. Send orders to address above.

I would say we're still in the very early days — almost the experimental days, both editorially and from a marketing perspective. The overriding metaphor is really still print-brought-to-the-Web. It is articles that people have written, with an organizational flavor that resembles a print publications, so we've borrowed from what we're most comfortable with. So the editorial may not yet have evolved to optimizing the medium to where even the most casual observer could imagine it will be in the next three to five years.

On the advertising side, I think the same thing applies. People intuitively understand how powerful the medium can be and can get very visionary very quickly about the power of one-to-one marketing — and the style of marketing that will be possible on the Web.

But if you want to look for specific examples of that kind of efficacy (today), they're few and far between. And again, we've borrowed from the old media where we have the display, whether it be the billboard example or the print ad-page example. That will obviously evolve dramatically over the next three to five years.

So is it working? It's absolutely working as an exploratory medium that is capturing lots of time and attention from readers. But satisfaction levels, I think, are low, both from the readers' and advertisers' perspectives based on where they ultimately see the potential.

CAMA: If it's tough to answer the question of whether Web advertising is working, is it because there is yet to be a consensus on exactly what successful Web advertising is?
That's part of it, but another part is that we have to go from a singular definition of the Web to an understanding that there will be many business models within the Web itself.

Again, we tend to think of it, in a very singular fashion, as a publication. But (in terms of what it will become), there will be lots of ways, from a marketing perspective, to reach customers. There'll be the retail metaphor, the point-of-sale metaphor, the end cap metaphor, the display advertising/brand building metaphor, the direct response metaphor... There will be all those ways to reach customers, and we have barely scratched the surface of what's possible.

CAMA: In terms of what makes a Web advertisement successful, it seems that more people are recognizing that an immediate click on a banner is not the only measure of its success. WebConnect is actually measuring latent clickthroughs, whereby people will see a banner and be swayed to action maybe not immediately, but shortly thereafter, based on the ad's message.
That's also known by the more common vernacular of "brand building." There's a debate going on over how much of the advertising is brand building and how much of it is direct response. So do you measure it by the clickthrough or by how much brand you're building? The answer is, of course, that you can't be precise. It is, in fact, both, and there will be syndicated research that will help us to understand that. But there's no doubt that there's an element of brand building on the Web.

Ironically, all the 'dotcom' companies, as they try to build their brands, are pouring most of their money into traditional media. So we're the benficiary of huge amounts of advertising from dotcom companies that are advertising in print to build their brands — because the Web is not a medium by which they believe can do it as quickly or effectively.

So that goes back an earlier question of whether this is a good or bad time for print. Well, the newest cutting-edge media companies in the Internet economy are turning to print to build their companies because mindshare is the most important element of success today.

CAMA: When Web advertising is mentioned people invariably think banners. But what about sponsorship? Is it a viable option?
Yes, I think so. We're about to announce a very significant sponsorship with micro network. And again, various models will emerge here.

Of course, we believe in the separation of church and state on the Web. We've taken the guidelines put out by the association of editors and we've added more stringent requirements. So IDG has its own code of ethics on the Web to ensure that we are providing ... very distinct lines between we're producing editorially and what we're doing commercially.

That being said, there are certainly opportunities for the equivalent of special advertising supplements that will cover a certain area or be focused on a particular topic that would be of interest to a particular vendor or set of vendors.

CAMA: As far as Web strategies go, IDG from the start didn't seem to have any single or corporate approach; Network World Fusion was very different from CW which was very different from PC World.
We didn't believe that the way to respond to the needs of readers online was to create one single Web site that tried to be all things to all people in 80 countries — anymore than we have one computer publication for 80 countries.

Our approach is always to start with the readers' interest first. And there's a huge difference between someone who reads Game Pro and someone who reads CIO. As we watch the market mature, I think we'll see the approach of being optimized for a particular audience as one that perseveres and is sustainable.

CAMA: But we've also seen, especially in reviewing sites from an advertiser perspective, that some publications offer more than others in terms of demographics, reporting, and guaranteed audience.
If you look at InfoWorld and Network World as examples, those are two very different publications. I've never been asked why InfoWorld and Network World don't look more alike in print. People understand that those are different publications and they expect to have different experiences when they read them.

And I think you have to respect that on the Web as well. (But) some have approached the Web in thinking of the corporation as the way to define their Web strategy. Pathfinder is a perfect example of that. That was a corporate inside-out thinking that said, "Well, we're a corporation that happens to have a lot of publications; let's stick them all in one place and see if there's value there."

We believe fervently that you need to satisfy a particular audience with content that's optimized for their needs.

CAMA: Fee-based Web sites have for the most flopped. Will people ever pay for a publication they can't hold in their hands?
I read an article about (financial reporter) Lou Dobbs starting a newsletter. This is a guy who jumped into the Web with both feet. And his quote was that (the newsletter) won't be on the Web, it will only be in print because people associate high value with print and not with the Web.

IDG

Monday, November 29, 1999

Business Development Manager (CIO) - CIO Communications has an exciting role for a Business Development Manager to grow CIO's custom supplement business. This individual will sell as well as manage customer relationships and implementation of supplements. Requires 3-5 years custom publishing sales and project management experience. Ideal candidate must have strong sales, marketing, and communication skills, impeccable follow-up and be a team player. *Location: Framingham MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Event Planning Specialist (CIO) - CIO's Executive Programs department is seeking an Event Planning Specialist to: interact with hotel contacts for pre-program planning and on-site implementation of CIO's Executive Programs, book hotel meeting space, plan for security, photographers, transportation, coordinate hotel reservation process for attendees, and create conference menus and hotel event listings. Supplying companion program and hotel marketing materials to internal staff will be necessary. Provide staff support and customer service for attendees and host/partner(s) pre-conference requests and questions as necessary. Ideal candidates will possess 1-2 years experience in customer service or event planning. Excellent verbal, written and customer service skills and the ability to work both independently and interdepartmentally. Candidates must also have experience conducting site inspections, interacting with hotel contacts and reviewing hotel bills. Travel for site selection, pre-conference planning activities and on-site travel will be essential. *Location: Framingham MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

Senior Mail Services Coordinator (IDG Central Svcs) - IDG Central Services is seeking a highly energetic, service oriented individual for the Mail Services Department. Responsibilities include sorting and delivering USPS, UPS, FedEx, and interoffice mail according to department schedule; effectively using all shipping equipment, such as the postal meter, UPS meter and FedEx Powership systems; creating and maintaining mailroom schedules; assisting with the maintenance of leases, services and supplies for all shipping equipment; and providing reception back-up. Qualified candidates must be organized, have strong communication skills, the ability to research cost-effective shipping methods, and be able to juggle multiple tasks. High School diploma and at least 2 years' experience in a business environment required. *Location: San Francisco CA*
Contact: S. Lynn, Fax: 415-267-1777, Phone: 415-978-3337, Email: sheila_lynn@pcworld.com

Senior Receptionist (IDG Central Svcs) - IDG Central Services is seeking a highly energetic, service-oriented individual for the Reception Service Department. Responsibilities include creating and maintaining reception schedules; directing calls and greeting guests; processing incoming and outgoing faxes; handling courier package duties; and maintaining the company intellidesk directory system. Qualified candidates must be extremely professional, organized, punctual, and have good communication skills. High school diploma and at least 2 years receptionist or business related work experience in an office environment required. *Location: San Francisco CA*
Contact: S. Lynn, Fax: 415-267-1777, Phone: 415-978-3337, Email: sheila_lynn@pcworld.com

National Account Manager (IDG/B) - IDG Books seeks a dynamic, results driven sales professional to develop, recommend and implement sales programs for major book retailers. Must have knowledge of the book publishing industry as well as substantial knowledge of the computer industry. 4+ years sales experience with a minimum of 2 at the national account level to maintain solid alliance with national clients. Proven ability to consistently meet and exceed sales revenue objectives. Qualified candidates must have excellent communication, organizational, and writing skills, an independent and entrepreneurial outlook, and a willingness to travel regularly. Position to be based in the mid-west, either Indianapolis or Chicago.
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Circulation Promotion Manager/Coordinator (IDG/GMG) - This position will manage all aspects of subscription promotion activity. Responsibilities include promotion planning and execution, vendor negotiations, campaign analysis/reporting, inventory control, budgeting, and management of creative consultants. Qualified candidates will have 2-5+ years' experience in direct response marketing and/or circulation. Strong quantitative skills a plus. Candidates should be creative, efficient, and organized with excellent written/verbal communication skills. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. BA/BS or equivalent experience preferred. *Location: San Francisco CA*
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Research Associate (IDG/Rsch) - IDG Research Services is seeking a Research Associate to assist in providing support to the Competitive Analysis group. In this role, the Research Associate will become knowledgeable of IDG's information products and services and draw from these resources in supporting IDG customer information needs. Additional responsibilities include: maintaining advertising databases, client/contact information management, inquiry usage tracking, and general infrastructure support. The ideal candidate should have: Bachelor's Degree, 1-3 years of professional/internship experience, demonstrated customer service skills excellent oral and written communication skills, ability to work as a team player, and the ability to manage multiple tasks/projects simultaneously. Computer skills and knowledge of the IT and/or Publishing industry are strongly desired. *Location: Framingham MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: ecjobs@idg.com

Account Manager, Lists (ITWorld) - ITworld.com is seeking a Circulation/List Account Manager to support and grow its' Message Express email service bureau business, along with managing its' own rapidly growing set of email lists. This position will manage multiple accounts and emails lists as well as act as the primary interface between other list owners, our technology team and IDG List Services to insure that business requirements are being met in a consistent format. This position will also approve list orders, track revenues and assist in developing new services, operational procedures, reports, etc. Additional activities include the management of partner affiliate programs for ITworld.com audience development purposes. Qualified candidates will possess a BS in a related field and 5-7 years of progressively increasing responsibility. Candidates should have Information Technology circulation experience, a strong customer service orientation, and an understanding of database and email technology. Leadership experience a plus. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Copy Editor (ITWorld) - ITworld.com is looking for a Copy Editor for our website. Familiarity with technical computer content a plus. Must be able to work to tight deadlines. Responsibilities include; editing copy for spelling, grammar, usage, style and libel/slander; applying or checking tagging as needed and maintaining tag taxonomy. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Design Director (ITWorld) - ITworld.com is looking for a seasoned editorial manager for our website for information technology professionals. Will oversee the look and feel of the editorial parts of the site and interface with editors and producers. Familiarity with Vignette Story Server a plus. Responsibilities include Creating and maintaining overall site design; working with editors to create design elements for individual content pieces; working with development staff to modify Vignette production environment to implement design changes and contributing to developing the overall site direction and strategy as part of site management team. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Editor-in-Chief (ITWorld) - To lead and implement a retooling of SunWorld magazine to meet a broader reach of UNIX IT professionals. After the repositioning, to plan and coordinate editorial material for a Web-only technical publication that focuses on UNIX, including supervising an Associate Editor and other Editors as assigned. Also to write and edit copy, oversee editorial and art department budget projections, and act as a representative of publication at trade shows, press conferences, and other meetings. Job Requirements include Familiarity with UNIX market and products necessary; interest and willingness to get involved in technical issues a must. An understanding of the Internet industry and its applications. Experience leading an editorial team. Excellent writing and journalistic skills. Good analytical and leadership skills. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Editorial Events Producer (ITWorld) - ITworld.com is seeking an Event Producer to join its expanding Virtual Events Group, to produce and oversee all aspects of editorial focused web-based seminars, events and on-demand broadband content. This individual will report to the Editorial Director of ITworld.com and will be responsible for all aspects of event production including working with presenters on content development, event coordination, working with cross-functional teams on audience development, etc. The Event Producer will also work closely with our partner business unit editors to develop content and event ideas. Qualified candidates should have well-rounded editorial experience, conference or seminar development background and video/multimedia knowledge. Individual must have a proven track record overseeing a wide variety of production details with internal and external resources. Strong knowledge of the Internet and Information Technology is preferred in order to help shape the content of these events. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Executive Editor (ITWorld) - ITworld.com is looking for a seasoned editorial manager for a high-volume website for information technology professionals. Needs broad knowledge of technology and audience. We're looking for someone who can apply that knowledge in a fast-moving and innovative Web startup. Will run daily edit operations including home page makeup and managing and coordinating efforts of senior editorial team. 10 years experience, with 5 as a manager is our target profile. Responsibilities include managing senior edit staff; assisting Editorial Director in creating overall direction and strategy; selecting content for home page and select top pages each day and working as liaison with counterparts at IDG partner sites. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

News Editor (ITWorld) - ITworld.com is looking for an editor to oversee news coverage for our Web site for information technology professionals. Will select news from a large pool of reports and sources, manage news area on home page and other top pages. 10 years experience required with at least 5 in IT journalism. Web experience a plus. Responsibilities will include; selecting top news stories twice a day; managing site section devotes to news; managing news holes for other site sections as appropriate; coordinating news coverage with counterparts at partner sites and contributing to developing overall site direction and strategy as part of site management team. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Senior Editor (ITWorld) - ITworld.com is looking for a Senior Editor who will oversee editorial for one of four major coverage areas of the website: hardware, software, communications, or management. Strong editing and Web packaging skills required. Five years experience in information technology media required, with Web experience a plus. In this position you will be responsible for the direct coverage area for which you are responsible, including content selection, traffic growth and favorable audience response; manage staff; manage budget; assign stories to freelancers or staff as needed; select content from our licensors to meet your coverage requirements; manage top pages for sections you are responsible for; work with Community Editor to build user participation and content contribution in your coverage areas; work with Events Editor to identify potential online events; Work with News Editor to identify hot stories of the day work with Newsletter Editor to identify potential newsletter topics and authors, and to generate automated link newsletters to generate traffic and contribute to developing overall site direction and strategy as part of site management team. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Web Community Editor (ITWorld) - ITworld.com is looking for an editor to coordinate online communities for our website for information technology professionals. The ideal candidate would combine knowledge of computer technology and audience with experience recruiting and managing online discussion moderators. Previous online experience required. Responsibilities will include: creating multiple formats for audience participation on site, including forums, expert advice, ratings and other formats; working with other editors to identify topics and target audiences for those formats; working with other staff to identify and recruit experts to moderate and lead those formats; managing relationships with those outside experts for community-based activities; managing a budget and contributing to developing overall site direction and strategy as part of site management team. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

List Administrator (3pm - 11pm shift) (ITWorld) - ITworld.com is seeking an email/systems administrator to manage our custom mass-mailing system and support. A solid background in customer service relations, attention to detail, and good organizational skills as well as the ability to work independently are essential. Good knowledge of UNIX (SunOS, Solaris) and NT necessary. Additional software experience should include a mailing list manager (ListProc, Majordomo) and familiarity with database driven systems (SQL). *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Network Administrator (ITWorld) - ITworld.com is seeking a Network Administrator to join the technical team on the East Coast. Qualified candidates must have 2+ years full time experience supporting LANs/WANs with a strong working knowledge of Windows NT Server and Windows 95/98 configuration and troubleshooting. Must possess excellent communication skills and service orientation. Responsible for maintaining file servers, supervising back-ups, installing updates on workstations, end user support, and application specific troubleshooting to include Microsoft Office, Lotus Notes 5 and printing problems. Additional responsibilities include assisting clients with their LAN and PC support needs. The ideal candidate will have the following qualities: 1-2 years NT experience; experience managing up to 500 node Local Network; Lotus Domino Server and Notes 5; good knowledge of Solaris 2.6 & 7; experience with HP Openview and other Networking Monitoring tools; management experience with 20 or more servers; familiarity with firewall technology; experience with web development and deployment; ability to support a 100 user population that is geographically dispersed throughout the US; proven time management skills and ability to work in a team environment. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Oracle Database Administrator (ITWorld) - ITworld.com is seeking a DBA (Oracle) to join the technical team on the East Coast. Qualified candidates must have 3+ years of experience in the design, development, testing, documentation and support of software applications in an on-line or OLTP environment. Individuals must also have a minimum of 2 years experience with PL-SQL using Oracle 7.x or 8.x and 2 years experience with Oracle forms 3 or 4.5. Minimum of 3 years with relational databases with SQL that includes both physical and logical design also required. Candidates need to have a working knowledge of UNIX. The appropriate candidate will be able to work independently as well as in a strong team environment. Opportunity for growth. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Audience Development Manager (ITWorld) - ITworld.com is seeking an Audience Development Manager to join its dynamic team. The primary goal of this position will be to increase registrations, usage, and repeat visits to ITworld.com, as well as the individual channels and services it contains. This position is responsible for planning and managing all promotional programs, new product launches, and audience business development activities. Additional responsibilities include establishing a promotion plan to build registrations for virtual events; research external options and lists; coordinate with other IDG business units, create orders, implement and track promotions; work with Marketing to develop copy; create and manage an end-user referral and search engine seeding program. Qualified candidates will possess a BS in a related field and 5-7 years of progressively increasing responsibility. Candidates should also be creative web marketers within the Information Technology industry. Leadership experience a plus. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Executive Producer, Newsletters (ITWorld) - This position will be responsible for, but not limited to: Manage all operational aspects including working across editorial, technology, and marketing groups to insure that high quality newsletters are delivered consistently and on time. Coordinate with ad ops and audience development groups to insure that advertising space is used effectively; Work with editorial staff to identify new newsletter topics, formats, and authors. Develop contracts for contributors; Coordinate with all content providers, freelancers, and authors on schedules, procedures, and provide feedback on content and formats; Develop and manage templates, layout, and production procedures with technology staff; Analyze offerings, features, and formats on competitive sites; Provide input into the development of content management systems, and the email newsletter service itself; Provide insight, preliminary copy, and input to marketing programs to drive subscriptions. Requires: Technical knowledge of HTML and web publishing systems. Excellent communications skills, a high energy level, and the desire to manage projects in the context of a fast-paced dynamic environment are essential. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Web Engineer (ITWorld) - ITworld.com is seeking 2 Web Engineers to join the technical team on the East Coast. Qualified candidates must have 2+ years experience in C/C++, Java, Pearl and Shell level programming. In addition, the following areas preferred: Oracle SQL Server development/porting/installation/configuration in a UNIX environment, developing online applications on multi-platforms, distributed programming, Client/Server, CORBA and experience developing with Apache, Jeeves, and Jigsaw. Ideal candidates should have experience developing web sites with the following characteristics: high volume, encrypted data storage and transfer, membership authentication, and integration with legacy systems. Experience developing high volume e-commerce web sites is also a plus. Individual must be able to work independently and as a team player. Opportunity for growth. *Location: Southborough MA*
Contact: K. Baker, Fax: 508-303-9753, Phone: 508-303-9727, Email: Karen_Baker@itworld.com

Executive Assistant (Mac Pub) - The ideal candidate for this position will be a highly motivated and detail-oriented team player who will provide administrative support to the Editor-in-Chief and his editorial management team. Responsibilities will include handling all incoming and outgoing calls, scheduling meetings, coordinating travel arrangements, tracking expenses and expense reports, interfacing with vendors and the general public, and helping organize departmental functions and meetings. He/she must be able to work independently, have excellent interpersonal, verbal and written communication skills, a high level of professionalism as well as effective organizational and time management skills. Experience with MS Office, Filemaker Pro and PowerPoint is an absolute must. A minimum of 3 years of relevant experience is preferred. *Location: San Francisco CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marissa_chow@idg.com

Online Account Manager (Mac Pub) - In this inside sales position, the ideal candidate will be responsible for maintaining existing online business as well as prospecting heavily for new online business so as to increase online sales revenues. The Account Manager will work closely with the National Accounts Manager (NAM) in implementing sales strategies set by the NAM and other members of the sales management team. Qualifications include a solid and sound understanding of the internet and a preferred understanding of the Mac market. The ideal candidate must have excellent verbal and written communications skills, strong organizational skills, effective time management skills, and the ability to work in a "team" environment. A minimum of 1-2 years sales experience is preferred. *Location: San Francisco CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marissa_chow@idg.com

Online National Accounts Manager (Mac Pub) - This strategic salesperson will be responsible for discovering new business opportunities for the family of Mac Publishing's online properties (Macworld Online, MacCentral, and MacBuy). Working closely with the Online Business Development group and an online account manager, this candidate will set up and ensure that proper sales strategies (on a national level) are in place in order to maximize online sales revenues. The National Accounts Manager will work closely with other departments such as Marketing and Macworld print sales teams to ensure that prospective clients' marketing needs are met. The ideal candidate must be a self-starter with an entrepreneurial attitude and who is able to travel throughout the United States as necessary. The NAM must also possess a solid understanding of the internet and the computer industry. Strong verbal and written communication skills are a must. A minimum of 3-5 years sales experience is necessary. *Location: San Francisco CA*
Contact: M. Chow, Fax: 415-267-1742, Phone: 415-978-3272, Email: marissa_chow@idg.com

Customer Service Manager (PCW) - The Customer Service Manager will be responsible for handling all customer service and editorial inquiries and complaints for pcworld.com, webshopper.com, and tipworld.com. This involves responding to calls and emails, researching problems, and ensuring that all issues are resolved in a timely manner. In this effort, the Customer Service Manager will work closely with staff across all departments. Requirements include at least 2 years customer service or related experience, excellent communication skills, and Lotus Notes expertise. *Location: San Francisco CA*
Contact: E. DiMatteo, Fax: 415-442-1891, Phone: 415-978-3107, Email: ellen_dimatteo@pcworld.com

BU	Category	Title	Location	Contact	Phone	Fax
CIO	Ad Sales	Regional Sales Manager	San Francisco CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Ad Sales	Regional Sales Manager	East Coast	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Admin	Administrative Assistant	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Admin	Data Entry Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Admin	Executive Assistant	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Admin	Office Services Assistant/Receptionist	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Art/Design	Web Designer	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Bus Dev	Business Development Manager	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Bus Dev	Director, Custom Publishing	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Edit	Features Editor	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Edit	Features Writer	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Edit	Web Copy Editor	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Edit	West Coast Bureau Chief	San Francisco CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Events	Event Planning Specialist	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Facil	Office Service/Facilities Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	IS	System Administrator	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
CIO	Prod	Ad Production Coordinator	Framingham MA	B. Senges	P: 508-935-4192	F: 508-935-4600
CIO	Sales	Account Executive	Newport Beach CA	T. Gump	P: 508-935-4766	F: 508-935-4600
CIO	Web Tech	Web Developer	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
CIO	Web Tech	Web Producer	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
Comp Curr	Edit	Associate Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
Comp Curr	Edit	Copy Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
Comp Curr	Edit	Managing Editor	Berkeley CA	R. Luhn	P: n/a	F: 510-527-4106
CW	Admin	Sales Operations Coordinator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Art/Design	Graphics Coordinator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Edit	Senior Reporter	San Mateo CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	HR	Human Resources Director	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
CW	IS	Systems Specialist/Help Desk	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Prod	Traffic Coordinator	Massachusetts	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CW	Sales	Field Marketing Executive	San Mateo CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Field Marketing Executive	Irvine CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Associate	San Mateo CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Associate	San Mateo CA	P. Sur	P: 650-524-7102	F: 650-524-7003
CW	Sales	Sales Program Manger for Growth Markets	San Mateo CA	P. Sur	P: 650-524-7102	F: 650-524-7003
FCW	Ad Sales	District Sales Manager	Midwest	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Managing Editor	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
FCW	Edit	Reporter	Falls Church VA	J. Dendievel	P: 703-876-5057	F: 703-876-5089
IDC	Admin	Group Operations Coordinator	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Admin	Office Services Assistant	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Admin	Software Product Assistant	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Bus Dev	Business Development Manager	Framingham MA	M. Cornetta-Brown	P: 508-935-4432	F: 508-935-4302
IDC	Exec	VP/Chief Technology Analyst, End User Business	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Exec	VP/Program Director, Internet & eCommerce Strategies	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Fin	Billing Accountant	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
IDC	Intern	Intern, IRS/CIA	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Latin America	Mountain View CA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Smart Handheld Devices	Framingham MA	C. Burton	P: 508-935-4266	F: 508-935-4432
IDC	Intern	Intern, Support Services Database	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	IS	Director, Interactive Products Architecture	Framingham MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	IS	Manager, Client Services	Framingham MA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	PR	Public Relations Specialist	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Associate Analyst, International Access Service	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4432
IDC	Rsch	Associate Analyst, Personal Computers	Framingham MA	M. Cornetta-Brown	P: 508-935-4432	F: 508-935-4302
IDC	Rsch	Associate Research Analyst, Storage	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Associate Research Analyst, Support Services Database	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Director, Online Financial Services Advisor	Mountain View CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Editor	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Inquiry Analyst	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Program Director, Latin America IT Research	Miami FL	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Analyst, LAN	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Analyst, Primary Research and Market Models	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Analyst, Primary Research & Market Models	Framingham MA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Analyst/Sr. Analyst Corporate Computing Vertical Views	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Rsch	Research Manager, Applications & Information Access	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Manager, Commercial Systems	Framingham MA	M. Cornetta-Brown	P: 508-935-4432	F: 508-935-4302
IDC	Rsch	Research Manager, Consumer Devices	Mountain View CA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Research Manager, Enterprise Resource Management	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Research Manager/Sr. Research Analyst, Semiconductors	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Sr Analyst/Rsch Mgr, Consumer eCommerce Advisor Prgm	Mountain View CA	E. Storch	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Analyst/Research Manager, Online Financial Services	Mountain View CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Collaborative Computing	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Data Communications	Framingham MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, IT Education & Training Services	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Latin America Internet Research	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Systems	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Wireless & Mobile Communications	Framingham MA	A. Shluger	P: 508-935-4133	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst/Research Mgr, AMS	Framingham MA	M. Keating	P: 508-935-4302	F: 508-935-4432
IDC	Sales	Account Executive, Services Accounts	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Client Service Representative	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Client Service Representative, Internet/eBusiness Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Consulting Director, Software	CA and MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Sales	Director, Software Consulting	Framingham MA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Inside Sales Representative, Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Director, Conference Business Development	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Sales Manager, Consulting Sales Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432

BU	Category	Title	Location	Contact	Phone	Fax
IDC	Sales	Sales Manager, Major Accounts	Mountain View CA	S. Tate	P: 650-962-6499	F: 508-935-4432
IDC	Sales	Sales Operations Coordinator - International	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC	Sales	Senior Account Executive, Internet/eBusiness Accounts	Mountain View CA	G. Tanen	P: 508-935-4652	F: 508-935-4432
IDC	Sales	Sr. Account Executive, Asia/Pacific & European Research	Framingham MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Sales	Telesales Representative	Framingham MA	A. Port	P: 508-935-4137	F: 508-935-4432
IDC Asia/Pacific	Rsch	Senior Analyst, Commercial Systems & Servers	Singapore	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Asia/Pacific	Sales	Account Manager	Singapore	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Australia	Rsch	Research Analyst, IT Services	Sydney Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Senior Analyst/Program Manager, Telecommunications	Sydney Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Rsch	Sr Research Analyst, Internet/Telecommunications	Sydney Australia	C. Fell	P: +61-2-9925-2240	F: +61-2-9922-3682
IDC Australia	Rsch	Sr. Analyst/Regional Program Manager, Telecomm	Sydney Australia	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Australia	Sales	Account Manager	Sydney Australia	N. Hill	P: +852-2905-4235	F: +852-2537-7347
IDC Beijing	Rsch	Senior Research Analyst, Telecommunications	Beijing PRC	D. Philbin	P: +65-220-6116	F: +65-335-0778
IDC Canada	Rsch	Senior Research Analyst, Software Research	Toronto Canada	D. Marshall	P: +416-369-0033	F: +416-369-0419
IDC E/C Europe	Rsch	Research Analyst, LAN & Internetworking Technologies	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Peripherals	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Research Analyst, Personal Computers Research	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Rsch	Senior Research Analyst, Software and Services	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Sales	Business Development Manager	Zurich Switzerland	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC E/C Europe	Sales	Business Development Manager	Prague Czech Republic	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC France	Rsch	Associate Research Analyst, Collaborative Technologies	Paris France	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Germany	Sales	Sales Manager	Kronberg Germany	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Spain	Admin	Office and Administration Assistant	Madrid Spain	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Spain	Rsch	Research Analyst, Communications	Madrid Spain	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDC Spain	Sales	Sales & Business Development Manager	Madrid Spain	N. Bertaggia	P: +390-2-28457314	F: +390-2-28457333
IDG	Facil	Office Services Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG	Fin	Associate Credit Analyst	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Fin	Financial Systems Administrator	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Fin	Staff Accountant	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Fin	Tax Accountant	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
IDG	HR	HR Manager	San Mateo CA	P. Sur	P: 650-524-7102	F: 650-524-7003
IDG	HR	Payroll Administrator	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
IDG	IS	Applications Support Specialist	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	IS	Client Support Coordinator	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Legal	Paralegal	Framingham MA	C. Moloney	P: 508-935-4721	F: 508-935-4600
IDG Central Svcs	Facil	Facilities Coordinator I	San Francisco CA	T. Simms	P: 415-974-7327	F: 415-267-1777
IDG Central Svcs	Facil	Senior Mail Services Coordinator	San Francisco CA	S. Lynn	P: 415-978-3337	F: 415-267-1777
IDG Central Svcs	Facil	Senior Receptionist	San Francisco CA	S. Lynn	P: 415-978-3337	F: 415-267-1777
IDG Comm	Ad Sales	VP, Business Development	California	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG Comm	Admin	Office Assistant	San Francisco CA	M. Chow	P: 415-978-3272	F: 415-267-1742
IDG GC	Admin	Office Assistant	San Mateo CA	S. Wolf	P: N/A	F: 650-524-5730
IDG GC	Admin	Office Assistant	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5730
IDG GC	Admin	Operations Assistant	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5700
IDG GC	IS	Technical Support Specialist	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5700
IDG GC	Web Tech	Web Developer	San Mateo CA	D. Garza	P: 650-524-5701	F: 650-524-5700
IDG List	Admin	Administrative Coordinator	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG List	Sales	Account Executive	Framingham MA	T. Gump	P: 508-935-4766	F: 508-935-4600
IDG News	Edit	Copy Editor	Boston MA	E. Heichler	P: 617-303-7841	F: 617-423-0240
IDG News	Edit	Paris Correspondent	Paris France	E. Heichler	P: 617-423-0404	F: 617-423-0240
IDG.net	Ad Sales	On-line Account Executive	San Francisco CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	Exec	General Manager	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG.net	Prod	Assistant Product Manager	San Francisco CA	S. Huseby	P: 415-267-4517	F: 415-267-4558
IDG.net	Sales	Manager of Client Services	San Francisco CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Sales	Online Account Manager	NY or CT	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Sales	Online Account Manager	Southborough MA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG.net	Sales	Online Account Manager	San Francisco CA	M. Crafts	P: 415-267-4528	F: 415-267-4558
IDG/B	Admin	Contract Coordinator	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Foreign Rights Assistant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Sales Maintenance Specialist	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Admin	Subsidiary Rights Assistant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Edit	Editor	New York NY	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Assistant	New York NY	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Manager	Indianapolis IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Edit	Graphics Assistant	Indianapolis IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Edit	Training/QA Development Editor	Indianapolis IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Events	Event Marketing Coordinator	Foster City CA	HR - Books/FC	P: 650-653-7197	F: 650-653-7513
IDG/B	Fin	Accountant	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Fin	Accounts Payable Representative	Indianapolis IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	HR	HR Coordinator	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	HR	HR Manager	New York NY	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	HR	HR Representative	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Legal	Publishing Counsel	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Mktg	Advertising Manager	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Copy Specialist	Foster City CA	HR Dept/Books	P: 650-653-7197	F: 650-653-7513
IDG/B	Mktg	Digital Cartographer	New York NY	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Operations	Receptionist	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Prod	Associate Page Layout Tech	Indianapolis IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Associate Page Layout Technician	Indianapolis IN	S. Hill	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	Associate Quality Control Technicians	Indianapolis IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Online Supervisor	Foster City CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Page Layout Technician	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Page Layout Technician	Indianapolis IN	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Prod	Production Systems Specialist	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Sales	Corporate Account Manager	Foster City CA	S. Peters	P: 317-596-5571	F: 317-596-5240
IDG/B	Sales	Domestic Rights Manager	Foster City CA	C. Yam	P: 650-655-5013	F: 650-655-3206
IDG/B	Sales	Inside Sales Representative	Indianapolis IN	HR - IDG Books/IN	P: N/A	F: 317-572-4001
IDG/B	Sales	National Account Manager	Midwest	HR - Books/FC	P: 650-653-7197	F: 650-653-7513

BU	Category	Title	Location	Contact	Phone	Fax
IDG/B	Web Tech	Web Developer	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Web Tech	Web Development Manager	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Web Tech	Web Programmer	New York NY	M. Aguirre	P: 212-654-8504	F: 212-654-4731
IDG/B	Web Tech	Web Support Specialist	Foster City CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/CMC	Conf	Conference Registrar / Customer Service Specialist	San Mateo CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
IDG/CMC	Conf	DemoLetter Customer Services/Subscription Coordinator	San Mateo CA	L. Whittle	P: 650-312-0556	F: 650-312-0547
IDG/CMC	IS	System Administrator	San Mateo CA	L. Lorenzana	P: 650-312-0693	F: 650-312-0547
IDG/CMC	Web Tech	Webmaster	San Mateo CA	L. Lorenzana	P: 650-312-0693	F: 650-312-0547
IDG/GMG	Circ	Circulation Promotion Manager/Coordinator	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GMG	Edit	Senior Editor	San Francisco CA	K. Skaggs	P: 415-978-2237	F: 650-349-8347
IDG/GMG	IS	Manager of Information Systems	San Francisco CA	B. Sours	P: 650-286-2545	F: 650-349-5279
IDG/GMG	Sales	West Coast Sales Manager	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742
IDG/GS	Admin	Administrative Coordinator	San Francisco CA	P. Mylchreest	P: 415-676-3004	F: 415-331-0881
IDG/GS	Sales	APAC Regional Manager	Singapore	C. Spence	P: +44-1784-210-210	F: +44-1784-210-200
IDG/GS	Sales	Director of International Accounts	East Coast	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/GS	Sales	International Account Executive	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/GS	Sales	International Sales Associate	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/Rsch	Rsch	Research Associate	Framingham MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG/WEC	Conf	Conference Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Events	Operations Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Fin	Staff Accountant	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Coordinator	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IDG/WEC	Mktg	Marketing Manager	Framingham MA	J. Resendes	P: 508-935-4480	F: 508-935-4600
IFW	Edit	Assistant Managing Editor	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Reporter	Boston MA	M. Lamonica	P: 617-303-7811	F: 650-312-0668
IFW	Edit	Section Editor	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Senior Editor	East Coast	M. LaMonica	P: 617-303-7811	F: 650-312-0668
IFW	Edit	Senior Editor	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Senior Writer	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	IS	Associate Information Systems Specialist	San Mateo CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	IS	Senior Information Systems Manager	San Mateo CA	M. Shroeder	P: 650-312-0653	F: 650-312-0668
IFW	PR	Public Relations Manager	San Mateo CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Prod	Ad Coordinator	San Mateo CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	R&T	Associate Editor	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	R&T	Technology Analyst	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IFW	Sales	Online Sales Associate	San Mateo CA	P. Sur	P: 650-524-7102	F: 650-524-7003
IFW	Sales	Regional Sales Manager	San Francisco CA	P. Sur	P: 650-524-7102	F: 650-524-7003
IFW	Sales	Sales Associate	NJ & MA	L. Peddie	P: 508-370-0815	F: 508-370-0019
IFW	Sales	Sales Associate	San Mateo CA	J. Alonzo	P: 650-312-0454	F: 650-312-0668
IFW	Sales	Sales Associate	Irvine CA	K. Niles	P: N/A	F: 650-312-0668
IFW	Web Tech	Site Coordinator	San Mateo CA	C. Rivera	P: 650-312-0631	F: 650-312-0668
IGS/EMEA	Sales	Executive, New Media Sales	Staines England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	Manager, International Sales	Staines England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IGS/EMEA	Sales	On-line Sales Executive	Staines England	P. Shalet	P: 44-1784-210-210	F: 44-1784-210-200
IPS	Edit	Correspondent/Editor	Hong Kong	R. Garretson	P: 617-303-7821	F: 617-423-0240
IPS	Edit	Latin America Copy Editor	Miami FL	J. Perez	P: 954-443-1622	F: 954-443-1623
IS	Admin	Receptionist	San Francisco CA	S. Johnson	P: 415-733-5418	F: 415-733-5401
IS	Bus Dev	Manager of Directories	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IS	Circ	Special Projects Coordinator	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Edit	Copy Editor	San Francisco CA	M. Butts	P: 415-733-5473	F: 415-733-5401
IS	Edit	Deputy Managing Editor	San Francisco CA	M. Butts	P: 415-733-5473	F: 415-733-5401
IS	Edit	Managing Editor	San Francisco CA	M. Butts	P: 415-733-5473	F: 415-733-5401
IS	Edit	Newsletter Editor	San Francisco CA	V. Bielski	P: 415-733-5400	F: 415-733-5403
IS	Edit	Research Reporter	San Francisco CA	J. Cohen	P: 415-733-5466	F: 415-733-5401
IS	Fin	Operations Financial Analyst	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	IS	IS Administrator	New York NY	J. Wright	P: 415-733-5420	F: 415-733-5401
IS	IS	IS Technician	San Francisco CA	J. Wright	P: 415-733-5420	F: 415-733-5401
IS	IS	IS Web Support Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	IS	Technology Director	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Mktg	Conference Marketing Coordinator	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Operations	Distribution Manager	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Web Tech	Associate Producer	San Francisco CA	J. Payne	P: 415-733-5496	F: 415-733-5401
IS	Web Tech	Online Technology Director	San Francisco CA	T. Lin	P: 415-733-5485	F: 415-733-5401
IS	Web Tech	Web Developer	San Francisco CA	A. Jones	P: 415-617-4123	F: 415-733-5401
IS	Web Tech	Web Production Assistant	San Francisco CA	J. Payne	P: 415-733-5496	F: 415-733-5401
ITCareers	Mktg	Marketing Specialist	San Mateo CA	K. Flanagan	P: 650-312-7582	F: 650-312-0668
ITWorld	Circ	Account Manager, Lists	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Circ	Circulation/List Account Manager	Southborough MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
ITWorld	Edit	Copy Editor	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Edit	Design Director	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Edit	Editor-in-Chief	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Edit	Editor in Chief, JavaWorld	California	K. Scarlett	P: 415-267-1754	F: N/A
ITWorld	Edit	Editorial Events Producer	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Edit	Executive Editor	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Edit	News Editor	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Edit	Senior Editor	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Edit	Web Community Editor	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Events	Editorial Events Producer	Southborough MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWorld	Fin	Financial Analyst	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9702
ITWorld	IS	List Administrator (3pm - 11pm shift)	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	IS	Network Administrator	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	IS	Oracle Database Administrator	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Mktg	Audience Development Manager	Southborough MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
ITWorld	Mktg	Audience Development Manager	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Mktg	Director, Marketing & Strategic Development	CA and MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWorld	Mktg	Producers (Web-based Multimedia)	CA and MA	M. Williams	P: +44-171-831-3191	F: +44-171-831-9506
ITWorld	Prod	Executive Producer, Email Newsletters	Southborough MA	C. Claflin	P: 508-820-7561	F: 508-820-3340

BU	Category	Title	Location	Contact	Phone	Fax
ITWorld	Prod	Executive Producer, Newsletters	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
ITWorld	Prod	General Manager, Virtual Events & Broadband Programming	Southborough MA	S. Brown	P: 508-935-4099	F: 508-935-4600
ITWorld	Sales	Customer Service Manager	CA and MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWorld	Sales	District Sales Manager	Southborough MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWorld	Sales	Sales Manager	San Francisco CA	M. Williams	P: +44-171-831-3191	F: +44-171-831-9506
ITWorld	Sales	Sales Manager	CA and MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWorld	Web Tech	Executive Producer (Career Webcasting)	CA and MA	C. Claflin	P: 508-820-7561	F: 508-820-3340
ITWorld	Web Tech	Web Engineer	Southborough MA	K. Baker	P: 508-303-9727	F: 508-303-9753
Mac Pub	Admin	Executive Assistant	San Francisco CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Art/Design	Design Associate	San Francisco CA	E. Leishman	P: 415-243-3639	F: 415-442-0766
Mac Pub	IS	IT Manager	San Francisco CA	M. Talbot	P: 415-243-3543	F: N/A
Mac Pub	IS	Server Engineer	San Francisco CA	L. Heiberger	P: N/A	F: 415-267-1742
Mac Pub	Mktg	Sr. Marketing Manager	San Francisco CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Sales	Online Account Manager	San Francisco CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Sales	Online National Accounts Manager	San Francisco CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Sales	Sales and Marketing Coordinator	San Francisco CA	M. Chow	P: 415-978-3272	F: 415-267-1742
Mac Pub	Web Tech	Web Production Assistant	San Francisco CA	J. Cheney	P: 415-243-3541	F: 415-442-0139
NWW	Admin	Sales Assistant	Santa Clara CA	E. Hart	P: 508-820-7568	F: 508-820-3340
NWW	Bus Dev	General Manager Online	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NWW	Edit	Copy Editor	Framingham MA	C. Spektor	P: 508-820-7548	F: 508-820-9617
NWW	Edit	Researcher	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NWW	Edit	Reviews Editor	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NWW	IS	Systems Support Specialist	Framingham MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NWW	IS	Web Software Engineer-Fusion	Framingham MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NWW	PR	Public Relations Manager	Framingham MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NWW	Prod	Ad Check Supervisor/Print Buyer	Southborough MA	E. Price	P: 508-820-7472	F: 508-820-3340
NWW	Sales	Account Executive	Santa Clara CA	E. Hart	P: 508-820-7568	F: 508-820-3340
NWW	Sales	Account Executive	PA or NJ	E. Hart	P: 508-820-7568	F: 508-820-3340
NWW	Sales	Account Executive	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NWW	Sales	Account Manger, Seminars and Events	Santa Clara CA	E. Hart	P: 508-820-7568	F: 508-820-3340
NWW	Sales	Group Sales Manager	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NWW	Sales	Network World Fusion Sales Manager	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NWW	Sales	Online Account Executive	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
NWW	Web Tech	Senior Web Producer - Fusion	Framingham MA	E. Hart	P: 508-820-7568	F: 508-820-3340
NWW	Web Tech	Web Producer - Fusion Editorial	Framingham MA	M. Brunaccini	P: 508-820-7474	F: 508-820-3340
PCW	Ad Sales	Account Manager	San Francisco CA	R. Kops	P: 415-978-3385	F: 415-442-1891
PCW	Ad Sales	Account Manager	Framingham MA	W. Silverman	P: 201-587-7318	F: 201-712-9786
PCW	Ad Sales	Sales Associate	San Francisco CA	P. Owen	P: 415-978-3298	F: 415-442-1891
PCW	Ad Sales	Sales Associate	Rochelle Park NJ	M. Anthony	P: 201-587-7348	F: 201-712-9786
PCW	Art/Design	Senior Designer, Online	San Francisco CA	R. Kanes	P: 415-978-3333	F: 415-442-1891
PCW	Art/Design	WebDesigner/Graphic Specialist	San Francisco CA	R. Kanes	P: 415-978-3333	F: 415-442-1891
PCW	Edit	Associate Editor, Features	San Francisco CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco CA	K. Stein	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Editor	San Francisco CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Editor in Chief	San Francisco CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Executive Editor, Features	San Francisco CA	C. Baskin	P: 415-267-1739	F: 415-975-2631
PCW	Edit	Staff Editor	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
PCW	Edit	Staff Editor, Features	San Francisco CA	D. Tynan	P: 415-267-1762	F: 415-442-1891
PCW	Exec	CEO, PC World	San Francisco CA	S. Brown	P: 508-935-4099	F: 508-935-4600
PCW	IS	Application Developer	San Francisco CA	M. Turner	P: 415-777-7777	F: 415-267-1758
PCW	IS	Information Systems Specialist	San Francisco CA	M. Roble	P: 415-978-3233	F: 603-687-4488
PCW	Mktg	Marketing Administrative Assistant	San Francisco CA	H. Newman	P: 415-978-3180	F: 415-442-1891
PCW	Rsch	Research Analyst	San Francisco CA	B. Eichel	P: 415-978-3254	F: 415-974-7404
PCW	R&T	Performance Analyst	San Francisco CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW	Sales	Customer Service Manager	San Francisco CA	E. DiMatteo	P: 415-978-3107	F: 415-442-1891
PCW	Sales	Sales Coordinator	San Francisco CA	D. Calamaro	P: 610-359-8809	F: 610-359-8829
PCW	Sales	Sales Coordinator	MA/NY	T. Karakitsios	P: 201-587-7333	F: 201-712-9786
PCW.com	Edit	Assistant Editor, Features	San Francisco CA	S. Fox	P: 415-978-3210	F: 415-442-1981
PCW.com	Edit	Associate Editor, Here's How	San Francisco CA	Y. Li-Ron	P: 415-267-4587	F: 415-442-1891
PCW.com	Edit	Editor in Chief/Editor	San Francisco CA	P. Lemmons	P: 415-267-1776	F: 415-442-1891
PCW.com	R&T	Test Analyst, On-line	San Francisco CA	T. Capen	P: 415-978-3225	F: 415-442-1891
Publish	Prod	Ad Traffic Coordinator	San Francisco CA	W. Walton	P: 415-978-3309	F: 415-243-4558
Publish	Sales	Display Advertising Account Executive	San Francisco CA	W. Walton	P: 415-978-3309	F: 415-243-4558
Publish	Sales	Sales Assistant	San Francisco CA	L. Pabon	P: 415-978-3287	F: 415-495-2354
Webby	Web Tech	Webmaster	San Francisco CA	T. Nemiro	P: 415-978-3203	F: 415-267-1742

continued from previous page

Online and Infojobs.com into one powerful career site we're in a much more competitive position."

"Our clients have enormous challenges," said **Mark Williams**, chief operating officer of ITcareers.com, a part of IDG's ITWorld.com business unit. He noted that there are seven candidates for every 10 IT jobs, and technical hiring has never been tougher. But as part of a network that reaches more than 80% of the 3.5 million IT professionals in the U.S., ITcareers.com hopes to be one of the first cyber-stops in any high-tech recruitment program.

"We're getting such positive feedback from our clients. The ITcareers network is so customer-oriented and easy to use. We're now able to offer our clients an easy way to reach our audience and a bigger bang for their buck."

— Janis Crowley

*Clients are getting the message: "ITcareers wants **you** to run your recruitment ad with us!" Front (L-R) **Janis Crowley**, VP/general manager; **Laura Wilkinson**, senior. account manager; **Susan Kleene**, product development manager, ITCareers.com; **Deanne Holzer**, regional manager; **Andrea Denny**, account manager; **DeForest Smith**, regional manager; **Jeanne Gallagher**, assistant operations manager; **Donna Kent**, operations manager; **Patricia Powers**, sales development director; **Paul Austermuehle**, marketing consultant, Big Think.*

*Back (L-R): **Mark Williams**, vice president/COO , ITcareers.com; **Kelli Flanagan**, marketing director; **Joe Benway**, vice president of finance; **Carina Rivera**, senior human resources representative; **Donna Dugo**, account manager; **Caryn Dlott**, senior account manager; **Pauline Smith**, regional manager; **Gloria Gonzalez**, sales associate; **Katie Kress-Taplett**, regional manager.*

"We're making it easier for clients to buy access to our products," Williams continued, "the ITcareers sales team represents all of the publications — plus our new site — and markets directly to the employers, helping make sure they reach qualified job seekers. ITWorld.com puts the job seekers in front of the employers, and ITCareers.com is the glue between the two. Having ITcareers on ITworld.com's navigation bar is like erecting a freeway sign that says 'Job Seekers Exit Here.'"

Computerworld, *Network World* and *InfoWorld*'s job postings will be part of ITCareers.com; the publications' career-related editorial content will remain on each of their Web sites. "If you want to look for a job itself, you'll click on the ITcareers link," Crowley said. "If you're already at ITcareers.com you'll link back to the publications to read the articles."

ITcareers.com is built on the same platform as JobUniverse.com – IDG's "Global Source for IT Jobs" – and both use the same technology engine to power their listings. "Because we're using the same technology our jobs join listings from 19 other countries on one global site, making ITcareers.com the U.S. planet in a universe of truly worldwide job opportunities," Williams said.

Williams said he and his San Francisco-based staff of three are charged with getting job seekers to visit the site on a regular basis. "Janis' team is the sales team for the customers," he said, "and my team is all about creating a destination site for IT job seekers. We spend all day worrying about how to get jobs onto the site and making it really exciting for people who would otherwise go off and use Monster.com."

For more information, contact Janis Crowley at 650-572-7341 or janis_crowley@infoworld.com; or Mark Williams at 415-978-3231 or mark_williams@idg.com. WU

Y2K

continued from page 1

ments. The information will also be published on www.computerworld.dk, the country's most-visited IT site and the No. 3 print-media site in all of Denmark.

The publication has also made arrangements with 15 Y2K experts in the local IT industry – men and women who work for organizations with large IT installations including companies such as SAS, government installations, and police and transportation systems – who have agreed to provide *Computerworld* with information throughout the evening of Dec. 31. Morsing noted that each of these individuals will be profiled in an upcoming article in *Computerworld*.

Morsing has also agreed to do live interviews with Denmark's two largest television stations on New Year's Eve. With all these preparations in place, Morsing noted that his staff does plan to devote the waning hours of the 20th century to appropriately festive observances, but "a small team of *Computerworld* journalists will regroup bright and early Saturday morning" to gather and assimilate the reports from their Y2K experts. They will issue reports to the local media as well as the IDG News Service.

On Sunday, the entire *Computerworld* Y2K Task Force will assemble at the office to begin work on what Morsing claims, not without pride, will be the first IDG publication in the world produced in the new century. The staff will work up to their normal Monday morning deadline of 11 a.m. and the 158,000 readers of *Computerworld Danmark* will have their issues in hand Tuesday morning.

Did someone say Y3K? WU

noteworthy people

Demaitre

IDG WORLD UPDATE
Scott

IDG WORLD UPDATE
Suyeishi

IDG WORLD UPDATE
Feldman

IDG WORLD UPDATE
Tonn

MARISA CHOW
Pabon

Promotions

A nine-year veteran of Macmillan Publishing USA, **Michael Violano** joins IDG Books as vice president of international sales and subsidiary rights, succeeding **Marc Mikulich**, who becomes vice president, strategic brand management. Violano held a variety of management positions at Macmillan, most recently vice president, international sales and subsidiary rights. In his new position, Mikulich will be responsible for the brand strategy for IDGB's portfolio of technology and consumer book brands, ensuring brand integrity and vitality in the company's domestic, international, licensing, custom publishing and online markets.

"Our ability to build dominant brands that remain consistent among many lines is at the heart of our success," said IDG Books President **Steve Berkowitz**. "As IDG Books moves further along in its strategy to provide consumers with anytime-anywhere access to our ever-expanding range of branded products and services, we will look to Michael and Marc's expertise to ensure our brand presence across all our markets – domestically, internationally and on the Internet."

New employees

Computerworld has hired **Eugene Demaitre** as a copy editor. He was previously an assistant copy editor/senior research analyst at the Bureau of National Affairs, Inc. He holds a B.A. in political science from the State University of New York/Binghamton and an M.A. in international affairs from George Washington University in Washington, D.C. In his free time he enjoys science fiction, travel, graphic arts and international cuisines.

Also new at *Computerworld* is Senior Writer **Linda Rosencrance**, formerly a senior reporter at the *Boston TAB*. While there she earned an award from the Emergency Physicians Association of Massachusetts for being part of a two-person team that reported on the delivery of emergency medical services within the state. Linda has a B.A. in English from the University of Massachusetts/Boston and enjoys doll collecting.

Ryan Colby joins IDG World Expo as a sales manager for the Windows 2000 Expo, coming from Imark Communications, Inc. where he held a similar position from the Broadband Year 2000 show. He earned a B.S. in business administration from Bryant College in Smithfield, R.I., and likes to play golf and ski.

Computerworld's new fulfillment manager is **Valerie Szymanski**. She previously held a similar position at GroupWest Systems Ltd. She graduated from Framingham State College with a B.A. in communication arts and enjoys painting and interior decorating.

Lisa Fels Echavarria has been hired by IDC Latin America as a consulting manager. She previously worked in project management and business development at CG/LA Infrastructure, a consulting firm. She holds an M.A. in international management from Thunderbird, the Graduate School of International Management of Technology at Arizona State University in Tempe, enjoys yoga and horseback riding, and was married this May.

IDG Games Media has hired **Steven Daszykowski** as an East Coast sales associate. He previously provided sales, support and research for the Henrich Co. He is currently attending Hofstra University in Hempstead, N.Y., enjoys New York City nightlife and recently helped his "Wolfpack" softball team win its league championship.

Previously a leasing consultant for a Chicago real estate company, **David Scott** is now a production assistant at *The Industry Standard* in San Francisco. He graduated from the University of Michigan with B.A.'s in English and communications and has "an active interest in both music and radio."

Business analyst **Craig Suyeishi** comes to *The Industry Standard* from Price Waterhouse where he was a financial controller for the Western region. He holds a finance M.B.A. from the University of San Francisco, enjoys mountain biking and playing the stock market, and was recently married.

Previously a market development manager with Silicon Graphics, Inc., **Jennifer Morton** is now a senior account executive, consulting sales, with IDC, handling user accounts for Sun, Microsoft, Apple and other firms. She holds a B.S. in industrial engineering from California Polytechnic State University in San Luis Obispo and an M.A. in international communication from American University in Washington, D.C. She enjoys roller blading, gardening and the piano.

Transfers

Publish Editorial Assistant **Candace Feldman** is now operations manager at The Webby Awards. Away from the office she enjoys painting, writing and "fluff" and works on "staying sane in an insane world."

Carol Ann Tonn makes the move from *InfoWorld* where she was a regional manager, handling the Cisco Systems, 3Com and Silicon Graphics accounts, to IDG Global Solutions where she is director of international accounts. She holds a B.S. in marketing from Indiana University in Bloomington, Ind., with a minor in East Asian Studies. She claims to be adjusting to life in the States after 10 years of living in Hong Kong and Singapore working for Dow Jones and Time-Warner.

Liz Pabon rejoins the staff of *Macworld* as national sales director, coming from *Publish* where she held a similar title. An avid reader in her free time, she also enjoys kickboxing and classic movies.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Laura Kunzmann *IDG Germany*

16
Birgit Götz *IDG Germany*

15
Jill Stevens *IDG*
Klaus Uhe *IDG Germany*

14
Frank Cutitta *IGS*
Klavs Andersen *IDG Denmark*
Andrea Kühler *IDG Germany*

13
Gary Clark *IDG Australia*
Marianne Kraus *IDG Germany*

12
Nikki Guerin-Manning *IDG France*
Marsha Bowers-Versen *The Industry Standard*

10
Sylvia Krammer *IDG Austria*

9
Jorge Garrido *IDG Argentina*
Michaela Maack *IDG Germany*
Stefanie Ferstl *IDG Germany*

8
Marion Bauer *IDG Germany*

7
Mihàly Sipos *IDG Hungary*
Manuela Guerra *IDG Spain*

6
Todd Simms *IDG Central Services*

5
Jette Soe *IDG Denmark*
Gregory Croy *IDG Books*
Adam Urbanek *IDG Poland*

4
Mona Andersen *IDG Denmark*
Rune Michaelsen *IDG Denmark*
Jürg Reimann *IDG Switzerland*
Alexander Hüls *IDG Germany*
Christofer Loneberg *IDG Sweden*
Jackie Goodman *Mac Publishing*

3
Takayoshi Okimoto *IDG Japan*
Shogo Kawamura *IDG Japan*
Shigeru Nakabayashi *IDG Japan*
Wataru Satomi *IDG Japan*
Tehmasp Parekh *IDC Hong Kong*
Gigi Law *IDC Hong Kong*

2
Marianne Gjerlufsen *IDG Denmark*
Maria Jensen *IDG Denmark*
Ryoji Miyauchi *IDG Japan*
Michael MacMillan *Computerworld Canada*
Hyun-Ju Kim *IDC Korea*
Alexander Mohn *IDG Germany*
Chip Facka *IDG*

1
Alison King *PC World*
Mette Holst Thogersen *IDG Denmark*
Ian Smith *IDG Books*
Beth Parlon *IDG Books*
LaTwayla Williams *IDG Books*
Xavier Laine *IDG France*
Diane Pickett *Laurentian Technomedia*
Tammy Zelnicker *Laurentian Technomedia*
Chantelle Gray *Laurentian Technomedia*
Martin Mantel *IDG Germany*
Yvonne Low *Computerworld Singapore*
Lena Messeter *IDG Sweden*
Alissa Mach *Mac Publishing*
Carole Langston *The Industry Standard*
Vanessa Coe *The Industry Standard*
Eric Savitz *The Industry Standard*
Jonathan Chalon *The Industry Standard*
Amy Bellia *The Industry Standard*

Any business unit wishing to have its employees' anniversary dates listed may send information to *IDG World Update* at world_update@idg.com.

IDC Latin America honors outstanding performers

Staff from IDC Latin America and the region's country managers convened in Miami Nov. 1-3 for their annual meeting and performance awards. The company also hosted a cocktail party at the Biltmore Hotel for close to 100 clients and 40 IDC staff members to mark a decade of research in the region as of 2000.

Country managers and their executive staffs represented all six offices in the region: Argentina, Brazil, Chile, Colombia, Mexico and Venezuela. The group discussed research trends and developments as well as strategic planning for the year ahead.

Outstanding achievers were honored in the following categories:

Excellence in Research Quality: **Select - IDC Mexico**

IDC Latin America Country Office of the Year: **Select - IDC Mexico**

Excellence in Research Timeliness: **IDC Argentina**

Alford

Analyst of the Year: **Annika Alford**

Alford, of the LAN/Internet group, was also honored for P/L Highest Over Plan

Reis

Analyst of the Year for Teamwork: **Gustavo Reis**

Loverde

Analyst of the Year for Research Quality: **Loren Loverde**

Newman

Analyst of the Year for Customer Support: **Andrew Newman**

*IDC Latin America Vice President **Eric Prothero** (left) and IDC President **Kirk Campbell** (right) congratulate Select-IDC Mexico General Manager **Ricardo Zermeno** (second from left) and Select-IDC Mexico Executive Director **Saul Cruz** on their office's two performance awards.*

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, Dec. 21.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

Wanted: Great on-the-job ideas

IDG World Update is collecting the best tips employees have for doing business better and will share them worldwide in an upcoming special issue. Send your best tips (in no more than six sentences) in one or more of the following categories to world_update@idg.com by Dec. 10. Be sure to include your name, title and business unit. And, to reward you for putting on your thinking cap, 10 people will be chosen in a random drawing to receive IDG baseball caps!

Functional areas:

- Sales
- Online
- Circulation
- Production
- Editorial
- Research
- Management

General:

- Stress busters
- Money savers
- Staying close to customers/customer service

IDG Netherlands, not News Service

The Nov. 22 issue of IDG World Update included this photo of the IDG News Service's news room at Comdex with an incorrect caption. ***Patrick Linders****, news editor for InfoWorld Netherlands, uses the News Service's facilities to file a story.*

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

IDG World Update

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WWW.IDGWORLDUPDATE.COM

The calendars are coming! The calendars are coming!

The 2000 IDG Employee Photo Calendars are on press and will be distributed to IDG offices worldwide beginning in mid-December.

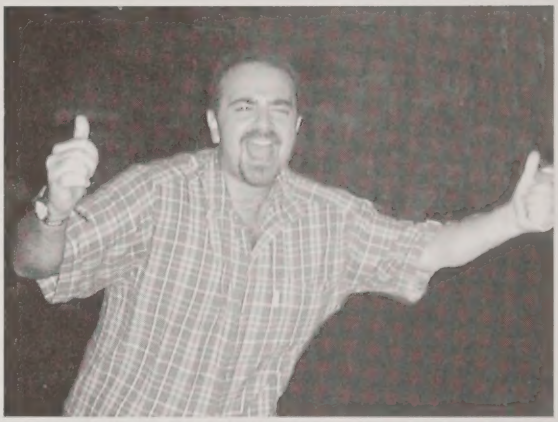
For those of you making a list of New Year's resolutions, remember to start thinking about taking or selecting photos for next year's calendar. Details to be announced next year, but a mid-Sept. deadline is likely.

Online knowledge management system gives IDC analysts tool to share information worldwide

A homegrown Lotus Notes-based knowledge management system, the Analyst Encyclopedia, is already helping scores of IDC analysts in the Asia/Pacific region work smarter, and now its creator would like to invite analysts worldwide to join the party.

The single most powerful resource at IDC's disposal is the knowledge – direct experience, mental models, beliefs and the like – locked inside the heads of employees, noted IDC Australia Market Analyst **Gianco Melcarne**. "What knowledge management in general, and the Analyst Encyclopedia in particular, aims to do is capture and package that knowledge in a reusable and searchable form," said Melcarne, who developed the product in his spare time over the course of two months. Melcarne, who says he knew nothing about creating Notes databases prior to this project, credits **Sujay Bhattacharya**, IS manager at IDC Asia/Pacific, with leading him through the process.

The Analyst Encyclopedia is a knowledge portal that allows analysts to share their work, ideas, best practices, research methodologies and tools with one another. "The idea behind the Analyst Encyclopedia is to create repositories of knowledge, allowing analysts to spend more time leveraging each other's



*IDG Australia Analyst **Gianco Melcarne**, creator of the Analyst Encyclopedia, has been a key knowledge management evangelist at IDC and "his enthusiasm has spread like a virus -- a good virus -- throughout the regional network," noted **Dennis Philbin**, VP, managing director, IDC Asia/Pacific.*

continued on page 4

IDC EMEA sales meeting emphasizes sales-analyst collaboration

MERYL SALTER

IDC analysts and salespeople discuss research programs at the Interactive Product Showcase.

Creative training sessions and increased communication between salespeople and analysts were two of the highlights of IDC EMEA's recent sales meeting. Held in Portugal Nov. 7-9, the meeting also featured an awards ceremony to honor exceptional performers in sales and research. More than 80 attendees from 12 countries participated, representing sales, sales management, marketing, Expertise Centers, regional analysts, consulting and regional and worldwide management.

Two spirited soccer matches promoted team-building even before the official agenda began, with the U.K. taking on the rest of the world (the latter won), while the sales group defeated the analysts in the second game.

Analysts and sales staffs alike said the best element of the meeting was a new approach to product

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in brief newsworthy

Network World journalists honored in first PRESStige Awards

Members of the high-tech public relations and marketing communications communities cast their vote in the first PRESStige Awards and recognized *Network World*'s Senior Editor **Deni Connor** and Editorial Director **John Gallant**.

Nominated for their merit and influence as "Most Discerning News Reporter" and "Most Visionary Editor-in-Chief" respectively were Connor, a senior editor at *Network World,* and Gallant, former editor-in-chief and now *Network World*'s editorial director. Connor was awarded the distinction of "Most Discerning News Reporter" while Gallant was a finalist. As "Most Discerning News Reporter," Connor was recognized as being able to "dig through the clutter for the less obvious news with the greatest impact."

"The PRESStige Awards recognize our editors for their commitment to their craft and for staying true to our editorial mission," commented **Evilee Thibeault,** *Network World*'s president and publisher. "*Network World* is committed to delivering quality content each week and the industry is acknowledging this commitment."

Press Access, Inc. sponsor of the PRESStige Awards, is headquartered in Boston and provides customized media management systems and editorial contact information for public relations professionals. Marcus + Company, a communications firm that specializes in awards program management, manages the PRESStige Awards program. WU

IDG teams with CNN on weekly consumer technology program

IDG has teamed with CNN in the launch of the weekly consumer technology program, CNNdotCOM. This new program draws on the full resources of CNN's worldwide newsgathering capabilities as well as content from IDG to offer viewers the latest information on expanding technologies and emerging trends.

Among the IDG employees featured to date: **Bob Trott** *(IW)* on Bill Gates; **Pat McGovern** on China; **Gary Beach** *(CIO)* on consumer trends; **Jack McCarthy** (IDG News Service) on Linux, **Tiffany Shlain** (Webby Awards) on atomfilms.com and *PC World's* **Dan Tynan**, **Michael Lasky**, **Bill Snyder** and **Karen Silver** on Comdex. *PCW*'s **Andrew Brandt** is slated to discuss Y2K.

CNNdotCOM features reports on the fast pace of technology, its increasing impact and influence on people's lives, and profiles and in-depth examinations of some of the prominent people, companies and key deals that are part of the new technology scene.

The program targets technophiles and techno-novices and will feature news and segments such as a how-to information on everything from online banking to wiring a home and a global look at the latest and most interesting Web sites. CNNdotCOM airs Saturdays at 12:30 p.m. and Sundays at 4:30 p.m. (all times eastern) on CNN International and CNN Airport Network.

For more information please contact IDG Corporate Communications Manager **Sarah Hansen** at sarah_hansen@idg.com. WU

IDG, CNN launch joint volume Web advertising program

Aimed at technology advertisers and ideal for major product launches and large-scale branding efforts, IDG and CNN have combined their high-quality online product offerings and broad audience reach in a new joint advertising offering, the Volume Web Advertising Program. Like turnkey "mini media plans," this program offers aggressive pricing for high-volume, predefined advertising "bundles." Broadly defined as News Junkies, Consumer Computing, Web Economy and Managers Online, these bundles comprise pre-selected, compatible IDG and CNN Web sites offerings. By making media buys in this efficient, effective one-stop process, technology advertisers can tap into quality inventory, from the Web's best brands, in volume.

IDG and CNN began their alliance in May 1998, when IDG.net began providing technology content to CNN.com's computing subsection, and CNN Interactive began offering IDG.net users breaking news. The Web Advertising Program is the first initiative of its kind and an extension of the highly successful relationship between the two companies.

For more information contact: mark_crafts@idg.com. WU

IDG launches E-Business World global network of sites, newsletters

IDG has launched E-Business World (www.ebusinessworld.com); a collection of Web sites and newsletters providing e-business/e-commerce-related news, features, research, analysis and tutorials for enterprise, technical and consumer audiences. E-Business World is a micronetwork within IDG.net, the world's largest network of technology-specific Web sites.

Sponsored exclusively for the next six months by Unisys, the E-Business World network consists of seven sites in seven languages (English, French, German, Spanish, Danish, Portuguese and Swedish). The network features content drawing on the expertise of IDG's journalists and researchers, IDG.net's own editorial staff and the IDG global family of publications.

E-Business content will include financials, top news stories, research, an events calendar, tools, company news, investing tips, case studies, profiles and a buyers guide. The site will consist of five sections: Pulse: E-commerce International business and financial news; Markets: Features and news reports on Web sales demographics; Back-end: Technical news to developers of online storefronts; Best Practice: how to make electronic sales run smoothly; and Your Money: Individual investor or wired family news and research tools.

For more information contact: mark_crafts@idg.com WU

Q and A executive

Joan Kelly
IDG Communications, Inc.'s executive vice president for sales and marketing is this week's columnist.

IDG Communications at-a-glance

Established June 15, 1999

Location Framingham, Mass., and San Francisco

President and CEO Joe Levy

Mission To increase revenue and profits across all IDG business units and to increase customer's satisfaction and loyalty around the clock and around the globe.

Number of employees 29 (includes the Global Web Advertising Network). Among the team: VPs of business development **John Watts**, **Hilary Green**, **Pamela Rock**, **Michael Bobrowicz**, **Alonna Doucette**; VP Operations **Andrew Hub,** VP Marketing **Catey DeBalko**, Market Intelligence Manager **Volker Heistermann**, Presentation Specialist **Charles Facka**, and Trade Show Manager **Tiffany Wallace**.

Q Why was IDG Communications Inc. created?

A Our focus today needs to be customer driven! Today's customers are busier than ever with more media options than ever, and they request – no, they are demanding – a single point of contact from IDG. Our staff at IDG Communications is committed to delivering customized solutions leveraging all of IDG's products and providing top-notch customer service and ease of use. It has never been more important to effectively create a high-performance team of sales executives, research analysts and corporate marketing specialists to provide integrated marketing programs for our top customers.

Our mission is simple: to increase revenue and profits across all IDG business units and to increase customers' satisfaction and loyalty around the clock and around the globe. We make it easy for customers to build and maintain a significant business relationship with IDG in order to compete effectively worldwide.

Our sales team consists of five VPs of business development, each assigned to named accounts. Their job is to evangelize the IT category while they create innovative, compelling programs for our most important customers.

Q What's your role at IDG Communications?

A My role is to be a team leader. In many ways this new organization demands that we work outside our formal boundaries. Some procedures, in fact, may seem in conflict with our highly decentralized culture. My role is to align our sales teams, these highly talented professionals, in support of the same goal: helping our customers solve their problems with IDG solutions. By encouraging teamwork, communication and trust, we will work more effectively and comfortably together. In doing so we will clear the confusion and ensure more customer loyalty and more net revenue.

Q What kinds of marketing programs are you developing to communicate IDG's market leadership?

A Our marketing efforts are aligned with our sales goals and therefore are primarily focused on reaching the key influencers at our top 30 accounts and their agencies. Our message is simple yet powerful: IT buyers are *the* most important audience to reach for selling IT products and services; and no one reaches them better than IDG.

This is our core message and will be supported by a variety of research-based resources. We'll deliver the message using traditional marketing methods (advertising, event marketing, direct mail, etc.) and will look to 1:1 marketing initiatives to impact the top accounts.

While the top accounts are the priority, the marketing team will also ensure that IDG has sufficient "ground cover" over all other customers. For example, we launched a program in November targeted specifically to the agency community. The goal is to actively engage media and account teams inside the pages of our publications and to get agencies excited about IDG. This program – titled Around the World Vacation with IDG – will send one lucky agency employee and a guest on an all-expense paid trip to an exotic location every quarter. Entrants must answer seven questions about seven publications in order to be eligible for the contest. Programs like this are intended to generate visibility for IDG with all of our customers.

Q How do the new collaborative selling teams operate?

A Our sales people work with the respective U.S. publications' representatives. When we are asked for a proposal, a selling team is created for the customer. We come together in group meetings as well as conference calls, to share our knowledge and resources. By understanding a customer's needs, through many voices, we can develop a strategy for each account. With the professionalism to share, the openness to collaborate, and many imaginations, we find new way to personalize and customize programs for our most important customers.

Q What do you see happening in the U.S. print advertising market in FY00?

A Based on some recent research we've conducted over a sample of our customer base, I believe the market for print advertising will stay flat or increase slightly in FY00. I also believe that the market cycle will swing back our way in FY01 and beyond as advertisers begin to realize that broad-based media is not as effective or efficient as the IT press in reaching IT buyers. While print advertising may be flat in the next fiscal year, I see IDG increasing revenues through integrated marketing programs that tie in all the products we have to offer. As we continue to create solutions that surround the IT buyer with IDG products, we'll be assured of increasing revenues across all our product offerings.

Joan Kelly can be reached at jkelly@idg.com.

Knowledge management brings benefits to organizations and individuals

"Knowledge management" refers to the development and use of knowledge repositories that contain both reusable pieces of work and the expertise of the firm. In his presentation at the Asia/Pacific Analysts Meeting, IDC Australia Market Analyst **Gianco Melcarne** identified the following benefits to both the organization as a whole and the individuals that contribute to a knowledge management system:

Benefits for the employer

- Management of an organization's most important asset – the collective knowledge of its workers – which is its principal means of creating value.
- Speed to market.
- Revenue opportunities.
- Retention of high-value work force.
- Preservation of knowledge when employees are not around.

Benefits for the individual

- Self-training and an enhanced learning curve.
- Increased idea generation and reduced idea "cycle time."
- Less time spent reinventing the wheel.
- More opportunities for professional growth.
- Improved quality of work and hence, career advancement and better financial rewards.

Analyst Encyclopedia

continued from page 1

work and less time reinventing the wheel," Melcarne said. "Behind the creation of any given survey are hours and hours of thinking and planning. Oftentimes, a survey developed by an analyst in Australia, for instance, could be used with only slight modification by an analyst in France. And perhaps the French analyst will suggest a refinement that can then be used by the analyst in Australia."

"In the Asia/Pacific region, our intellectual talent is highly distributed among 14 offices," said **Dennis Philbin**, vice president and managing director of IDC Asia/Pacific. "Analyst knowledge is one of our core assets – leveraging that asset is key to getting greater value to our customers. In fact, improving the knowledge base is one of six strategic areas we identified in our planning cycle. The Analyst Encyclopedia is one of the core tools that allows us to do this. Gianco has been a key evangelist in this area, and his enthusiasm has spread like a virus throughout the regional network. A good virus, of course!"

In addition to providing a forum for analysts to share their work, the Analyst Encyclopedia was designed as a knowledge portal to other resources within IDC. Users will find links to databases such as IDG Business Wires (BusinessWire, IDG press releases), IDC News, Marketing and Sales Encyclopedia, the IDC Services Intranet, and Pegasus, the Primary Research and Market Models database.

"When I saw the Analyst Encyclopedia, I immediately recognized applicability to work going on in other regions. For example, our European analysts have started putting up chat groups and discussion boards on Notes, and the Analyst Encyclopedia would be an excellent resource and should prevent some duplication of effort."

-- John Gantz, IDC senior VP

"When I saw the Analyst Encyclopedia, I immediately recognized applicability to work going on in other regions," said **John Gantz**, IDC senior vice president, chief research officer. "For example, our European analysts have just started putting up chat groups and discussion boards on Notes, and the Analyst Encyclopedia would be an excellent resource and should prevent some duplication of effort. I also plan to use it for some global research projects."

The Analyst Encyclopedia made its formal debut at September's IDC Asia/Pacific Analyst Meeting in Thailand during a presentation entitled Knowledge Management@IDC, given by Melcarne. Melcarne noted that while the sharing of knowledge, insights and best practices among employees has obvious benefits to the organization as a whole (see sidebar at left) implementing such a system requires a culture shift in many organizations. "Knowledge has traditionally been a source of power," Melcarne noted, "and hence sharing it results in a perceived decrease in one's power." Other challenges he identified include:

- The process requires time. If there is no immediate and direct return on time investment, why bother?
- Cultural issues. Certain cultures are reticent about appearing to promote oneself through proclaiming expertise.
- Information overload. There is just "too much."

"Knowledge management is as much cultural as it is technological," Melcarne observed. "A corporate culture that does not foster and reward teamwork and sharing of knowledge cannot expect technology to solve its knowledge challenges." He added that successful knowledge management depends on the commitment of top management and needs to be supported by a sound corporate strategy.

IDG Asia/Pacific managers share Melcarne's views, and in order to encourage analyst buy-in, have agreed to incorporate knowledge management contributions into performance evaluations. They have established an award for Knowledge Management Contributor of the Quarter, with the winner being granted an additional day of vacation, and each country manager will act as a knowledge management evangelist — rewarding and motivating analysts for participation.

"I think analysts around IDC will use the Analyst Encyclopedia enthusiastically once we get the word out that it's there and commit to keeping it updated," Gantz said. "I like the fact that it was created by analysts for analysts."

Melcarne worked with **Tonnie Hurley**, the worldwide IDC Notes Administrator, to make the Analyst Encyclopedia available locally on all IDC servers across the world. IDC managers wishing to implement knowledge management practices among their employees may get in touch with Melcarne (gmelcarne@idc.com) to obtain a KM@IDC implementation kit. This includes PowerPoint presentations, training material, useful readings on knowledge management and instructions to add the Analyst Encyclopedia to their Lotus Notes client. WU

IDG

Monday, December 6, 1999

Systems Administrator (CW)
Computerworld currently has a full-time position available for a System Administrator. Primary responsibilities will include: Management of the Data Center; administration and operation of existing NT-based systems; developing and implementing user account management procedures; disaster recovery; administration, maintenance and support of enterprise-wide email systems; and assisting with implementation of expanding corporate network infrastructure. Demonstrated experience with NT 4.0 Server is required. Ensure that all operations within the data center are as efficient and secure as possible and that all hardware and software inserted into the Data Center environment is done in a manner that will allow for the controlled recovery of the facility. The ideal candidate will have a BS/BA in Computer Science or equivalent and experience in the following: email (Lotus Notes Mail); remote access (NT RAS, Dial-up Networking); backup software. Experience in these additional areas would be a plus: Lotus Notes/Domino, Filemaker Pro, QPS, SQL Server, Visual Studio suite support (Visual Basic, Visual Interdev). The successful candidate will possess 1-2 years experience, and the ability to multitask while maintaining a strong attention to detail. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Account Executive (CW)
Computerworld is looking for an Account Executive to sell direct response advertising in various vehicles including the MarketPlace section, direct mail card deck and our new interactive Web-based card deck. This is an inside sales position with direct quota responsibility. The candidate in this position is responsible for managing a sizable territory, prospecting new business, maintaining and growing install base accounts. 1-3 years related experience selling print and/or interactive advertising preferred. PC proficiency, communication skills a must, and the ability to work in a fast paced environment a must. Some travel and knowledge of the computer industry required. *Location: Framingham MA*
Contact: L. Gomes, Fax: 508-875-3701, Phone: 508-820-8249, Email: laurie_gomes@cw.com

Accounting Coordinator (IDC)
IDC is seeking a motivated Accounting Coordinator to work in our growing and industrious Finance Department. Responsibilities will include processing of monthly billing, maintaining Accounts Payable, calculating and approving employee timesheets, and assisting with monthly and year end closings. The ideal candidate should be a fast learner with 2 years accounting/finance experience, college level accounting courses, and sound Excel spreadsheet skills. This position offers exposure to different areas of accounting and finance, growth potential, and tuition reimbursement for relevant courses. An Associate's Degree in accounting is preferred. *Location: Framingham MA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_moloney@idg.com

Financial Analyst (IDC)
IDC's Finance Department seeks a Financial Analyst to join their team. The person in this highly visible position will be responsible for reviewing and approving customer contracts in IDC's Phoenix System, reconciling monthly domestic bookings, and managing the consolidation of international bookings. The Financial Analyst will assist the Business Analyst with collection of monthly operating results and forecasts from IDC's overseas offices and contribute to the preparation and distribution of the monthly senior-management report package. This individual will also work closely with the US Sales staff and management team to create and implement improvements to the current processes and systems. The ideal candidate will possess an MBA with an emphasis in finance and 2 or more years of experience. Top-level spreadsheet, database, analytical skills, and excellent grasp of business concepts are essential for success. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

Intern, Library (IDC)
The IDC Library is looking for an intern who will provide general administrative help in the library. Responsibilities will include: filing, photocopying, downloading mergers and acquisitions from the Web, and assisting clients.
Location: Framingham MA
Contact: C. Burton, Fax: 508-935-4432, Phone: 508-935-4266, Email: idc_jobs@idc.com

Program Director, Collaborative Computing (IDC)
IDC's Collaborative Computing Group is looking for a senior level person to champion the program. This individual will lead the research direction and public presence for the Collaborative Computing Research Program. Responsibilities include: setting research direction; development and management of user surveys; market forecasting and written analysis; regular delivery of written research; execution of industry consulting projects; responding to inquiries from the press; speaking at industry events; and growing IDC's business in the collaborative computing market area. Excellent communication skills (both written and oral), data analysis skills and business development skills are required. MBA or 5 years' industry experience is preferred. *Location: Framingham MA*
Contact: G. Tanen, Fax: 508-935-4432, Phone: 508-935-4652, Email: idc_jobs@idc.com

Senior Analyst, Storage Mechanisms (IDC)
The Storage Mechanism group is looking for an analyst who will be responsible for collecting, managing, and analyzing quarterly data, contributing to the storage newsletter, writing tactical research pieces, and supporting client inquiry for the hard disk drive market. Candidates should feel comfortable in an environment which involves multitasking. Important attributes for this position include responsiveness to customers, excellent oral and written communication skills, and solid knowledge of spreadsheets. Knowledge of the data storage, PC or server industry a plus. *Location: Mountain View CA*
Contact: M. Maynard, Fax: 508-935-4432, Phone: 508-988-6719, Email: idc_jobs@idc.com

Senior Research Analyst, Call Center Services (IDC)
The Worldwide Services Research Group is looking for a Senior Research Analyst for the Call Center Services Program. This individual will be responsible for following service and technology companies that play in the dynamic call center services market. Responsibilities will include conducting and producing research, building relationships with clients, prospects, and vendors as well as contributing to future development and growth of the program through activities in the areas of sales and research planning. Qualified individuals will possess a Master's degree in a professional field such as business or international affairs, 5-10 years of professional experience and knowledge of technology issues. The successful candidate must have very strong writing and presentation skills, demonstrate initiative in independently exploring new topics, and be able to balance multiple roles automatically. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Assistant Editor (IDG/B)
IDG Books seeks an Assistant Editor to work in our Frommer's Travel Guides group. Responsibilities for this position will include line editing manuscripts for organization, language, appeal, user-friendliness and accuracy, formulating map plans and proofing maps, checking page proofs, and working with authors. Requires BA/BS, at least 1-2 years of publishing experience, proficiency with advanced features of MS Word, a flair for language, strong attention to detail, excellent time management skills, and a passion for travel. *Location: New York NY*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

Review Editor (IDG/GMG)
IDG Games Media Group is seeking a Reviews Editor. This position is responsible for developing timely and high-quality editorial copy for PCGamePro's Reviews section and acting as a representative of PCGamePro. Specific areas of responsibility are working with the Executive Editor to develop ideas for and plan implementation of the editorial calendar for PCGamePro's Reviews section. Identifying, recommending, and assigning game reviews, evaluating incoming manuscripts for completeness and fitness for publication. Establishing and maintaining relationships with new and contributing authors. Writing and editing articles, columns, and other editorial elements regularly (a minimum of 2 per week) and as needed. Performing first and final edits on all review copy. Attending and participating in editorial meetings, as well as participating in special projects as required. Keeping abreast of and well informed about new developments and trends in the computer game industry. Representing and speaking for the magazine at trade shows, fairs, seminars, press conferences, site visits, and all other events as necessary. *Location: San Francisco CA*
Contact: P. Olafson, Fax: 415-975-2630, Phone: 415-978-2229, Email: polafson@gamepro.com

Single Copy Sales Manager/Director (IDG/GMG)
GamePro Magazine is looking for a Single Copy Sales Manager/director. This position will manage all aspects of newsstand, retail, and specialty store business. Responsibilities include planning, promotion development, financial analysis, budgeting, and management of distributors and consultants. Qualified candidates will have 2 to 5+ years' experience in single copy sales. Electronic gaming or consumer publishing experience a plus. Candidates should be creative, efficient, and organized with excellent written/verbal communication skills. PC proficiency in Excel and Word, strong financial and analytical skills, and the ability to handle/prioritize multiple tasks in a fast-paced environment are a must. BA/BS or equivalent experience preferred.
Location: San Francisco CA
Contact: T. Nemiro, Fax: 415-267-1742, Phone: 415-978-3203, Email: tracy_nemiro@idg.com

Sales Assistant (Publish)
Publish Magazine is seeking an energetic, hands-on advertising Sales Assistant. Responsibilities include supporting the Publisher and sales team of at least seven individuals by answering phone calls, coordinating sales literature for distribution, assisting with the completion of all sales reports and research projects, coordinating travel plans, general word processing and spreadsheet entries, creating and editing PowerPoint presentations and general office management. Some travel may be required. *Location: San Francisco CA*
Contact: J. Rivard, Fax: 978-887-6117, Phone: 978-887-7900x127, Email: jrivard@publish.com

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, tax and legal; and Julie Lynch, training and development manager.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax & Legal
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service,
IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by Tuesday, Dec. 14.
Please use form on reverse side.
Nomination forms may also be found on the CSG Web site:
www.idgcsg.com

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: _____

Title: _____

Department: _____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: _____ Date: _____

Title: _____

ALL nominations must be submitted by Tuesday, Dec. 14. Send nominations to Eric Cormier, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4600.

Singing IDC's praises

MERYL SALTER

Steffan Engstrom croons his own tune.

Steffan Engstrom, an account manager at IDC Nordic (Sweden) was among several performers who entertained at the IDC EMEA sales meeting last month. Engstrom created his own lyrics to the tune of "The Lion Sleeps Tonight": "In the business the IT business IDC brings youth/We don't flatter nothing matters we just tell the truth" and the second verse began "Dataquest is just a guest in the IT nest/They are lying badly trying putting us to rest."

MERYL SALTER

(L-R) ***Martin Canning****, program manager at IDC Benelux, and* ***Philip Winthrop****, European Services senior research analyst at IDC U.S., collaborate during the entertainment portion of the awards dinner.*

IDC EMEA

continued from page 1

training: interactive product showcases. Simulating a trade show environment, the analysts set themselves up at tables according to their areas of program expertise, and sales representatives rotated among the tables for one-on-one discussions about product content, new programs and enhancements, clients, prospects and the competition. Organizers plan to expand this session at future meetings from half a day to at least one full day.

"Exchanging information on customers, best practices, programs and new market opportunities helps IDC be creative and proactive in the market," said IDC France Sales Director **Sylvie Merkling**.

The training session devoted to sales and analyst collaboration for improved business development also received high marks. Skip Miller, who has trained IDC sales teams in the U.S., Asia/Pacific and EMEA on proactive selling skills, ran a session on the importance of the team approach to sales.

"Preparation, understanding roles and educating each other are all important in the sales process," said **Martin Hingley**, senior director, Commercial Systems. "Researchers can definitely help in the process, and salespeople often know far more about the product's content than researchers realize."

MERYL SALTER

Steffan Engstrom *(left), a new account manager at IDC Nordic (Sweden), shares a laugh with* ***Richard Mol*** *(center) and* ***Pim Bilderbeek*** *of European Datacommunications Research.*

Future sales meetings will include sales/analyst business development session on clients and market opportunities, as well as workshops that target specific areas such as global selling and consulting. There will also be enhanced orientation for new sales staff and best practices explained through interactive forums.

This year IDC's EMEA Publishing Department produced all the meeting's presentations in a CD format to share the company's sales and product highlights with a wider IDC audience. For more information, contact **Irene Ford** at iford@idc.com. WU

IDC EMEA honors exceptional contributions

Outstanding Performance Awards in three categories were given out at the IDC EMEA sales meeting last month in Portugal.

1) Outstanding Performance Awards based on the following criteria:
Highest Local Sales ($ Value): **Annabelle Ducellier**, IDC France
Highest Profit Achiever Expertise Center ($ Value): European Local-Area Networks (**Pim Bilderbeek**)
Highest Profit Margin Expertise Centre ($ Value): European Collaborative Technologies (**Rebecca Wettemann**)

2) Performance plus defined criteria for the Expertise Centers as judged by Sales
(Criteria: Strong commitment to meeting deadlines, can be relied upon to meet schedules, encourages development and growth of team, inspires respect and confidence from the market.)

- Best New Program: European Collaborative Technologies
- Best Overall Program, Gold Award: European Storage
- Best Overall Program, Silver Award: European Services
- Special Analyst Recognition Awards: **Mikael Arnbjerg**, European Internet, **Karine Paoli**, European Q-Tracker
- Analyst of the Year (tie): **Eric Owen**, European Telecommunications, **Martin Hingley**, European Commercial Systems

3) Performance plus defined criteria for Sales as judged by Expertise Centers
(Criteria: Achieves optimal level of personal performance and accomplishment and excels at interaction with others, demonstrates good judgment and conveys favorable image of the organization.)

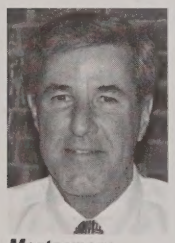
- Best Sales Newcomer: **Richard Morland**, IDC U.K.
- Sales Person of the Year: **Claudia Jachtmann**, IDC U.K.
- Award for Sales Excellence (Gold): **Lucy Docherty**, IDC U.K.
- Award for Sales Excellence (Silver): **Sylvie Merkling**, IDC France

Irene Ford, global selling coordinator, was recognized for excellence in the planning, arranging and execution of the IDC EMEA sales meeting.

noteworthy people

Draper

Grubbs



Montgomery

Felder

Williams

Robinson

IDG WORLD UPDATE PHOTOS

Promotions

Ellen Julian, formerly program manager for IDC's IT Education and Interactive Training Services program, has been appointed program director of Human Resourcing and Training Research. "Ellen's reputation as an industry thought leader and her outstanding contributions to the Services Research Group make this a well-deserved promotion," said **Michael Melenovsky**, group vice president of Worldwide Services Research. "Since joining IDC in 1992 as an intern, Ellen has had numerous impressive accomplishments, among them being the first industry analyst to size the Internet-based learning market and joining IDC's 'million dollar P&L club' after doubling revenues for IT Training Services in one year."

Jeremy Draper moves up in the ranks of CIO's Executive Programs from program marketing specialist to manager, client relations. "Jeremy has continuously built his portfolio of skills, never shirking new roles or responsibilities," said **Linda Rosenthal**, senior vice president and general manager of Executive Programs. "From all phases of marcom and marketing, to his work with conference speakers and his support of our hosts and partners, Jeremy has been quick of wit and fleet of pen. His ebullience, whether in the office or at conferences, is contagious!"

PC World's **Linda Grubbs**, executive assistant and the supervisor of administrative support staff in *PC World* Editorial, has been promoted to shareware editor. "Linda has been a mainstay in the editorial department," said **Phil Lemmons**, *PCW* vice president/editorial director. "She has not only done an outstanding job in her demanding primary responsibilities but has voluntarily taken on other projects, such as the development and maintenance of our Intranet. It's a pleasure to witness Linda's career growth without having to wish her goodbye."

Network World Director of Advertising Operations **Karen Lincoln** has been promoted to senior advertising operations director. "She is one of the firm building blocks that has contributed to our success through the years," said Associate Publisher **Carol Lasker**. "Karen has done a phenomenal job with ad positioning, which has been a key part of attracting new business and keeping our customers happy. She helps us keep make-goods to a bare minimum, which keeps our costs down and makes us all look like heroes to our customers."

New employees

The Industry Standard has hired **Herbert Montgomery** as executive vice president/chief financial officer/treasurer. He was previously senior vice president/chief financial officer/treasurer with Cotelligent, Inc., an IT consulting and application implementation firm. He holds a B.S. in finance and an M.S. in management science from California State University/Northridge, enjoys hiking and biking, and does volunteer work counseling teens at the Center for Living Skills.

After working on a variety of desktop publishing projects throughout the Bay Area, **Pauline Felder** is now *The Industry Standard*'s editorial business administrator, handling invoicing and contracts for non-staff writers and artists. She earned a B.A. in psychology and mathematics from Hollins University in Roanoke, Va., and likes to read and fantasize about what she'll do when she's discovered by Hollywood.

The IDG News Service has hired **Martyn Williams** as its new Tokyo correspondent. Originally from a suburb of London, Williams has lived in Tokyo for five years and worked most recently as the Japan bureau chief for Newsbytes. He has a degree in electrical and electronic engineering from South Bank University and enjoys photography and SCUBA diving.

Copy Editor **Emily Henderson** comes to *CIO* from Quinlan Publishing where she was an editor. She graduated from the University of Connecticut with a B.A. in English and enjoys gardening, volleyball and crafts.

Sharma Robinson has been hired by *PC World* as executive assistant to **Phil Lemmons**, PCW vice president/editorial director. She previously worked at Komatsu America International as an executive assistant to 12 field personnel. She holds a B.A. in ethnic studies from California State University/Hayward and is an avid reader.

Previously an editorial assistant with Ask Jeeves, **Laura Taplinger** joins IDG Books' Foster City, Calif., office as a quality control technician. She holds a B.A. in journalism and gender studies from Indiana University.

Once a temporary employee, **Hillary Walsh** has been hired full-time as executive assistant to IDG Books' Senior Vice President **Roland Elgey**. She is currently pursuing at degree in social work.

Also moving from a temporary to full-time position at IDG Books is Copyright Administrator **Nicole Christian** who was previously a receptionist in the Foster City, Calif., office. Away from the office she administers to her husband and 7-year-old son.

Patricia Sullivan makes the move from online editor at the San Jose (Calif.) *Mercury News* to senior editor at *The Industry Standard*. She holds a B.A. in journalism from Marquette University in Milwaukee and has done some graduate work in environmental studies at the University of Montana. Patricia enjoys reading and hiking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Claudiney dos Santos *IDG Brazil*

17
Stephen Josselyn *IDC*

16
Micaela de Almedia *IDG Hong Kong*

14
Mary Gibbons *IDC*
Julien Pottier *IDG France*

13
Helene Fily *IDG France*

12
Lars Dahmén *IDG Sweden*

11
Piero Todorovich *IDG Italy*

10
Chip Zaborowski *IGS*

9
Harriet Karas *IDC*
Lars Jonsson *IDG Sweden*
Sagrario Fernandez *IDG Spain*

8
Rosemary Trettel *IDC*
Stephen McClure *IDC*
Irene Ford *IDC U.K.*
Mats Hultgren *IDG Sweden*
Eva Villalba *IDG Spain*
Cristina de Hoyos *IDG Spain*
Mar Cabanas *IDG Spain*
Mauro Calderara *IDG Italy*

7
Eileen Newman *IDC*

6
Maureen Molloy Holmes *IDC*
Kathryn Schutte *IDG Books*

5
Rodney Barnes *PC World*
Emilia Borecka *IDG Czech*
Philip Holdread *IDG Books*
Patricia Rickett *IDG Books*
Patrick O'Brien *IDG Books*

4
Janis Dempsey *IDC*
Diane Elhilow *IDC*
Julie Kinsman *IDC*
Julie Buchheit *IDC*
Barbara Irvine *IDC*
Thierry Bienfait *IDG France*
Fabienne Builbert *IDG France*
Yael Li-Ron *PC World*
Pavel Kraml *IDG Czech*
Lynda Hewlett *IDC U.K.*
Rita Baynash *IDG Australia*
Maria José Fernández *IDG Spain*
Deborah Stailey *IDG Books*
Todd Klemme *IDG Books*
John Helmus *IDG Books*
Gina Carullo *IDG Books*

3
Ellen Friedman *IDC*
Christopher Hoffman *IDC*
Regis Tellene *IDG France*
Andrew Eisner *PC World*
Tamako Ashida *IDC Japan*
Motoko Kon *IDC Japan*
Kelli Beth Smith *IDG Books*
Deena Patel *IDG Books*

2
Lisa McCoy *IDC*
Regina Walker *IDC*
Michael Comiskey *IDC*
Joseph Howard *IDC*
Frederick Broussard *IDC*
Patricia Murphy *IDC*
Ludovic Poussier *IDC France*
Chantal Gerothwhol *IDG France*
Solange Fuchs *IDG France*
Fumiaki Azegami *IDG Japan*
Ki-Beom Choe *IDC Korea*
In-Hyung Baik *IDC Korea*
Mazillah Azleen *Computerworld Malaysia*
Helio Misael *IDG Brazil*
Christopher Legg *IDG Books*
Karen Lee Hattan *IDG Books*
Frances Rosenberg *IDG Books*
Debra Williams *IDG Books*
Laura Lewin *IDG Books*
Ann Lush *IDG Books*

1
Alexis Manfrediz *IDC*
Paul Rooney *IDC*
Christine Hatfield *IDC*
Jennifer Read *IDC*
Dawn Daggett *IDC*
Ariane Fleury *IDG France*
Lynda Montoro *IDG France*
David Grayson *PC World*
Paul Leddy *ITworld.com*
Matthew Newton *PC World*
Lucy Timms *IDC U.K.*
Euan Davis *IDC U.K.*
Mick Heys *IDC U.K.*
Catherine Pennington *IDC U.K.*
Hans Mebius *IDG Sweden*
Paul Kitchen *PC Advisor*
Paul Trueman *PC Advisor*
Lonnie Szoke *Computerworld Canada*
Jeffrey Hayden *IDC Beijing*
Ashok Karan *IDC Australia*
Jun-ichi Nemoto *IDC Japan*
Tricia Lawson *IDG Books*
Victoria Phillips *IDG Books*
Rebecca Dolan, *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

European Publishing Institute goes to Madrid

An enthusiastic group of 20 employees from 10 countries participated in the European Publishing Institute recently in Madrid.

The class accomplished the dual EPI objectives of expanding their understanding of IDG's publishing and research activities and networking across business units. This year's session, which attendees rated a 4.6 on a scale of 1 to 5, offered a strong emphasis on IDG's online activity. Ten senior IDG managers from eight business units served as presenters.

"The presentations about all the different parts of publishing made it easier for me to understand the whole process," said IDG Sweden Sales Manager **Per Westerberg**.

For more information, contact IDG Training and Development Specialist **Connie Raleigh** at connie_raleigh@idg.com. WU

European Publishing Institute participants. (Front, right): ***Julie Lynch****, IDG Human Resources (Front row, L-R):* ***Matt Yorke****, IDG Global Solutions;* ***Tallina de Boer****, IDG Netherlands;* ***Paul Newis****, PC Advisor (U.K.);* ***Akos Bognar****, PC World Hungary;* ***Marius Milhalachi****, IDG Romania;* ***Daniel de Blas****, Macworld Spain;* ***Pilar Tejero****, IDG Spain. (Middle, L-R):* ***John O'Malley****, IDG Global Solutions;* ***Jill Hourston****, IDG.net;* ***Emma Northam****, PC Advisor;* ***Elina Pancheva****, Computerworld Bulgaria;* ***Peter Mylchreest****, IDG Global Solutions;* ***Per Anders Amundsen****, Computerworld Norge. (Back, L-R):* ***Gerd Mittmann****, (Computerwoche);* ***Per Westerberg****, Internetworld (Sweden);* ***Fernando Cabello****, I World (Spain);* ***Zoltan Garamvolgyi****, IDG Hungary;* ***Magdalena Zabala****, IDG Spain;* ***Miguel Rodriguez****, IDG Spain. Not shown:* ***Uwe Keilmann****, GameStar (Germany).*

celebrating 10!

Name
Martin Wallström

Home
Vasastan, in downtown Stockholm, Sweden

Education
A degree in business and economics, and about to finish a degree in psychology and history of ideas, both from Stockholm University.

Joined IDG Sweden
October 1989, as Editor, Business and Finance, *Computer Sweden*.

Current title
Senior reporter, *Computer Sweden*

Most challenging part of your job
Finding the right balance between being an expert and being a generalist.

Most memorable moment at work?
I was on a business trip in San Jose, Calif., in 1993, and returning to the hotel after an early morning jog, when I ran into John Sculley, former CEO of Apple, in the elevator. He said "hi" because he had just done the same thing as me, which opened up a short conversation, and five minutes later, I had set up a time for an interview. In some places, the world is very small.

What's kept you at IDG for 10 years?
A combination of a dynamic but stable work environment that I've never seen in any other company.

Interests outside the office
Jogging, university studies, family.

Of what accomplishment at work are you most proud?
Actually, I've never missed a deadline, ever.

What skill do you wish you had?
The ability to stop caring about things that I shouldn't care about.

Dream destination
India, where my family and I will go next year.

Five people — living or dead — you'd invite to a dinner party?
Besides my family and friends: Jesus, Charles Darwin, Joan of Arc, my great-grandparents (who I never met) and the first girl I really was in love with, but too shy to ask for a date.

As a kid, what did you want to be when you grew up?
Paleontologist, astronomer or a truck driver.

*IDG Chairman **Pat McGovern** (left) recently escorted Computer Sweden Senior Reporter **Martin Wallstrom** to lunch in honor of 10 years of service to the company.*

First job
Taxi driver.

Favorite vacation spot?
Greece, especially the Cyclades.

If you won the lottery tomorrow, you would
Travel around the world for at least a year.

Retirement dreams?
I hope I'll work beyond retirement. I cannot see myself retiring completely.

Manager's profile
"Martin is a highly professional business and computer writer. He takes a profound personal interest in all the areas he covers, making him first with the latest trends, acronyms and hot topics. This keeps him ahead of the competition and has made him one of the key contributors to *Computer Sweden*'s success in the last decade."

— Lars Dahmén, editor-in-chief

ASP World Conference and Expo to launch in October

IDG World Expo plans to launch the world's largest trade show and conference dedicated to the fast-growing application service provider (ASP) market. ASP World Conference and Expo will be held Oct. 3-6 in San Jose, Calif. *Network World* is the flagship sponsor, and IDC has also signed on as a sponsor.

ASPs are companies, government bodies or nonprofit organizations that manage and deliver application capabilities to multiple entities from data centers across a wide-area network. They can help companies lower their total cost of ownership and predict costs of managing IT.

For event details contact **Juliana Benson** at juliana_benson@idg.com.

IDG **WorldUpdate**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 41 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IDG publications support Microsoft charitable program

*IDG Chairman **Pat McGovern** presents a check for $60,000 to Virgil Ecton (second from right) of the United Negro College Fund. The money was raised in a program called Partners for Equal Access, organized by Microsoft and seven of IDG's U.S. publications. Looking on was Microsoft Chairman Bill Gates (left) and Compaq VP/general manager John Thompson.*

Only in Las Vegas could you see **Pat McGovern**, Microsoft Corp. Chairman Bill Gates and The B-52s all on the same stage. And all for a good cause.

At last month's Comdex Fall '99, Equal Access, a two-year-old charitable outreach program created by Microsoft to provide access to technology in under-served communities, held a fundraising concert, the proceeds of which went to the United Negro College Fund (UNCF).

Before The B-52s took the stage at The House of Blues in the Mandalay Bay Hotel, surprise guest Gates walked onstage to voice his support for Equal Access and the UNCF.

Earlier in the month IDG joined with Microsoft to launch Partners for Equal Access, an online ad auction designed to both raise funds for UNCF and help Microsoft Partners get their Windows

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Sales recruits pass muster at IDC's second annual Boot Camp

Thirty-four newly recruited sales reps from across the U.S. received their basic training at IDC's second annual Boot Camp, held recently at the company's Framingham, Mass., headquarters. At the end of the three days of intensive indoctrination into all things IDC, the newly hired reps returned to the field, armed with a common understanding of the company, the industry and how to effectively sell IDC's products.

IDG WORLD UPDATE

IDC's newest sales recruits pose for a class photo outside the company's 5 Speen St. headquarters in Framingham, Mass.

The meeting was organized by **Don Best**, senior vice president, Worldwide Sales; **Michael Deutsch**, group vice president of Industry Sales; **Brad Thorpe**, group vice president of Enterprise Sales; and **Brad Christenson**, associate vice president, Sales, who served as primary content coordinator. The meeting featured presentations from five IDC senior vice presidents, as well as product line directors, departmental heads and several seasoned IDC sales people including **Randi Siegal**, **Jose Rodriguez**, **Jim Farley** and **Ken Hoyt**. Sales Operations Coordinator **Ruth Sager** handled all meeting logistics and Customer Service Representative **Jennifer Lapio**, provided onsite support.

"It was truly a collaborative effort," said Christen-

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IDG publications

continued from page 1

2000 marketing campaigns off the ground. (Microsoft Partners are Microsoft-endorsed firms that either have a product that runs on Microsoft Windows 2000 or has Windows 2000 embedded in it.) Microsoft Partners were given the opportunity to bid on print and Web advertising space in IDG's U.S. publications and their Web sites. The companies bid on full pages of advertising space in IT publications and Web site banner ads that ran from Nov. 1-12. IDG publications and sites donating ad space included *CIO*, *Computerworld*, *Federal Computer Week*, *InfoWorld*, *Network World*, *PC World* and *The Industry Standard*. The auction ran for two weeks last month, and by the end more than 30 Partners had bid, and $60,000 was raised for the UNCF.

*Joining IDG Chairman **Pat McGovern** (second from left) to make the $60,000 donation to the United Negro College Fund are (l-r) **Hilary Green, Joan Kelly** and **Kelly Conlin**.*

McGovern gave a brief speech and presented the $60,000 check to Virgil Ecton, UNCF senior executive vice president, development, and spent time with Gates in a small VIP room watching the concert. Other IDG attendees included IDG President and CEO **Kelly Conlin**; IDG Communications President and CEO **Joe Levy**; IDG Communications Executive Vice President for Sales and Marketing **Joan Kelly**, IDG Communications Vice President, Business Development **Hilary Green** and IDG Communications Vice President of Marketing **Catey DeBalko**.

"We strongly support the vision of Equal Access, striving to bridge the digital divide and create access to technology for people in under-served communities to both strengthen their personal lives and expand their professional choices," DeBalko said, noting that IDG hopes to continue its association with the group.

In addition to the UNCF, Equal Access has donated software, technical assistance, scholarships, training and cash donations to such charities as The Boys and Girls Clubs of America and The Hispanic Association of Colleges and Universities.

For more information, contact Catey DeBalko at 415-676-3003 or go to www.partnersforequalaccess.com and www.uncf.org. WU

Coming up

LinuxWorld Conference and Expo
Feb. 1-4
Jacob Javits Center
New York
Contact: IDG World Expo
Tel: 800-657-1474
www.linuxworldexpo.com

Windows 2000 Conference and Expo
Feb. 15-17
The Moscone Center
San Francisco
Contact: IDG World Expo
Tel: 508-879-6700
www.windows2000expo.com

IDG teams with Microsoft to produce custom publication in support of Windows 2000 launch

IDG's ongoing commitment to partnering with its key clients to provide customized business solutions will soon manifest itself in an 84-page, perfect-bound glossy magazine called *eDirections*. Devoted exclusively to covering Microsoft's upcoming Windows 2000 operating platform, the special one-time publication will debut at IDG's Windows 2000 Conference and Expo Feb. 15-17.

The magazine will feature a broad spectrum of in-depth coverage on topics relating to Windows 2000, including case studies, deployment strategies, solutions directories, executive Q&A's, and how-to articles that will offer readers insights and strategies on the deployment of Windows 2000. One million copies of the publication will be sent to IT professionals and business decision makers.

Committed advertisers include Microsoft, Kingston, Attachmate, KPMG, Mission Critical, American Power Conversion, LightSpeed Systems, NCD, and MKS, among others.

The publication is being produced under contract with Triangle Publishing Services Co. in Newton, Mass. Larry Marion, one-time editor of *Lotus*, *Electronic Business* and *Datamation*, will serve as editorial director. **Ellen Romanow**, VP, general manager of Custom Publishing at CIO, will oversee the project.

For details contact Romanow at eromanow@cio.com or IDG Corporate Communications Manager **Sarah Hansen** at sarah_hansen @idg.com. WU

Q and A executive

Kelly Conlin
The president and CEO of IDG is this week's columnist.

"As information technology takes center stage in the global economy, IDG is now the one company to provide comprehensive information services for the global IT market. In short, IDG begins the new millennium as the most influential media company for the most influential industry in the world."

Q How are IDG's results looking as we near the end of the first quarter?

A IDG's managers are forecasting an auspicious beginning to the fiscal year, with an operating profit increase for the quarter of 84%, which would make it the largest profit quarter ever for IDG.

After the recent down cycle in the U.S. it is particularly pleasing to see the strong performance in this market, with our U.S. publishing group forecasting revenue growth of 16% — the highest growth in quarterly revenue in more than three years. Strong results are also forecast for IDC (revenue up 16%), IDG expositions (revenue up 18%) and IDG Books (revenue up 12%).

The factors contributing to this performance? Most simply, the strength of the Internet economy is rippling through IDG's operating businesses. The most obvious manifestation of that is in the online area, where in fact our revenues are up over 100%. But often overlooked is the degree to which the e-IDG strategy outlined at the Worldwide Managers Meeting is increasingly embedded into all of our products, whether it be the new research services focused on the Internet from IDC, the new Internet-based training services from our online units, the e-business conferences for our publication audiences, the studies showing the relevance of our publication audiences to the new dot.com companies — all of these contribute to the broad strength of IDG's product portfolio in delivering the most comprehensive information services to those companies leading the Internet economy.

Q What does the sale of Ziff's publishing business mean for IDG?

A Most analysts were surprised at the price and the structure of the sale of Ziff's publishing business. The price [$780 million] was well below industry averages for similar transactions, presumably because the structure of the deal as announced separates Ziff's publications from their online sites. In other words, Ziff's publishing group intends to be a print-only company.

This is in stark contrast to both industry trends, customer expectations and IDG's strategy.

The publishing industry has quickly recognized that the most successful companies will serve their audience with print, online, events — the entire spectrum of information services. Advertising customers expect increasingly sophisticated integrated marketing programs; indeed, much of IDG's strong first-quarter growth in our publishing business units can be attributed to getting better and better at delivering "big ideas" to vendors that cross media boundaries. From the readers' perspective, there is also an expectation of integration — using the print vehicle as an information briefing that continuously refers to the Web site as a place for further information on particular topics or continuous learning in specific areas. Indeed, Ziff was, until this transaction, a leading evangelist of this strategy.

However, by now abdicating control of online to another company, Ziff's publications have turned backward from what customers and readers are looking for and have come to expect.

IDG's strategy, by contrast, has consistently advocated the integration of print and online. In the battle for the reader's attention, the advantage goes to those who have the most thorough understanding of their customer and the most comprehensive delivery system — allowing the editor to choose how to serve that audience across events, print and online.

It is ironic and inspiring that as information technology takes center stage in the global economy, IDG is now the one company to provide comprehensive information services for the global IT market. In short, IDG begins the new millennium as the most influential media company for the most influential industry in the world.

That influence pervades the record growth achieved by our business units in the last year — whether it be launching new events such as Linux World, growing new publications like *The Industry Standard*, incubating new online services like ITworld.com, offering new user advisory services from IDC, selling more bestselling computer titles than any other company — and extending these achievements into the 80 countries in which IDG operates.

As the economy — and our company — engineers its way into this new, Internet-driven future, we can be confident that the consistent vision, financial strength and entrepreneurial culture that distinguishes IDG will ensure that we do not find ourselves in the position of offering less to our customers, rather than more.

European Online Meeting attendees trade notes on three topics

How to lure the print journalist online

Editors at the Online Meeting traded ideas on how to convince their print teams to contribute online content. Among the suggestions:

- Emphasize the prestige of having an online byline.
- Send internal e-mails announcing journalists' online contributions (number of posted articles and the resulting traffic). The circulated report offers a sense of ownership of the brand. Journalists begin to realize they are part of the online brand.
- List top contributors; the top performer receives a bottle of champagne.
- Visitors to the site vote for best article.

More tips, presentations from the meeting, and a full summary are on the Global Web Support Center at www.supportcenter.com), which promotes information sharing about IDG Web activities among employees. To access the GWSC send an e-mail with your preferred password to anderson@supportcenter.com.

The sixth European Online Meeting, held Oct. 28-29 in Budapest, featured success stories and great ideas for strengthening IDG's online products worldwide. Hosted by the Global Web Support Center, IDG.net and the Global Web Advertising Network (GWAN), the event marked the first time all three online disciplines (sales, editorial and technology) were discussed at a single online meeting.

More than 90 employees involved in online projects attended, representing business units throughout Europe, as well as Australia, New Zealand, Egypt and the U.S. Highlights appear below.

Editorial

Editors agreed the mission of online content is to create a community, not just reproduce and push content to readers. Site traffic increases due to community building through feedback forms, forums, discussion groups and reviews. Direct reader-to-journalist feedback needs to be exploited further.

Much discussion centered on portals as the home page, and the way in which IDG sites are moving away from the legacy home page that was more of a navigational page and not as rich in content. A key question was whether business units should brand their product lines or IDG portal sites. Most attendees were in agreement that IDG branding is the most efficient way to build a network of sites.

Editors still maintain their product-line loyalty, however. Many editors believe the product line is most important and it should carry the complementing branding of IDG. Some suggested brand tagging should read: "X product line, brought to you by IDG." The other thought is that branding IDG and using a universal logo will market IDG online better, emphasizing the strength of the company supported by its strong brands. All agreed we must find consistency to brand and promote our sites.

Online workflow and editorial structure was another hot topic. The participants considered whether having dedicated online editors is a more productive formula than requiring print editors to contribute online content. Though they didn't agree on which is the more successful formula, all did agree that content comes first; sites need a team to deliver content (whether a print or dedicated online team); and there is a mental transition that needs to take place so print and online journalists can work together.

All agreed that print editors are aware they need to contribute online content; however, at most business units there are few incentives in place to keep editors on a schedule to contribute online-only content to the site. More often, established print editors are hiring an online manager to develop online content. A popular editorial process includes print editors writing short articles for the Web, which are later used in print as full-featured articles.

Sales and marketing

In the eternal quest for non-banner ad revenue options, e-newsletters were mentioned most often as an excellent method of increasing revenue. Most newsletters carry text ads, although several, such as TipWorld, also use HTML ads. Fourth-column ads are another revenue stream.

The group discussed how to respond to the ever-present demand from advertisers to lower the cost of advertising. Online ads are primarily based on clicks per thousand (CPM). Given that IDG sites have a unique and high-quality audience, they are worthy of a premium CPM. To respond to advertiser pressure, sales representatives can offer additional services, such as research, instead of lowering CPM.

There was much debate as to whether some business units would go to a "cost per click" (CPC) method of advertiser payment. Advertisers are lobbying for this because they want immediate, tangible results from their advertising campaign and would thus pay only if users click on their ads. Attendees were against the CPC option, saying IDG would have no control over the advertisers' marketing activities, both on creative and "after-the-click" conditions that would enable IDG to ensure reasonable click/view ratios.

The group then discussed how to deal with CPC if IDG had full control of the campaign (including cre-

continued next page

CARLOS DE LA IGLESIA

European Online Meeting attendees (L-R): ***Pia*** *and* ***Gregor*** *(in back)* ***Malischnig****, IDG Austria;* ***Javier Nieto****, IDG Spain;* ***Fredrik Djavidi****, IDG Sweden;* ***Andrea Kovacs****, IDG Hungary;* ***Kari Ahokas****, Tietoviikko (Finland);* ***Miguel A. Rodriguez*** *(back), IDG Spain;* ***Anne English****, JobUniverse (Ireland);* ***Declan Fox*** *(back), TipWorld (U.S.);* ***Ervin Hansen****, IDG Denmark;* ***Vicki Anderson****, GWSC;* ***Deirdre Ryan****, JobUniverse (Ireland);* ***Paul Healy*** *(back), JobUniverse (Ireland);* ***Frank Quinn****, JobUniverse (Ireland);* ***Travis Simon*** *(back), IDG Australia;* ***Morten Gulden****, PC World Norway;* ***Ann Marie Harrison****, PC World Egypt;* ***Elizabeth Smith****, PC World Egypt;* ***Karlhorst Klotz****, PC-Welt Online (Germany);* ***Magnus Muller****, IDG Sweden;* ***Karo Hämäläinen****, bisnes.fi (Finland);* ***Lene Sorensen****, IDG Denmark;* ***Arne Steinmark****, IDG Denmark. Not pictured:* ***Carlos de la Iglesia****, IDG Spain.*

IDG

Monday, December 13, 1999

Advertising Sales Associate (CIO)
CIO is looking for a high-energy individual to provide sales support to the Philadelphia, PA sales office. Responsibilities will include: customer contact and follow-up on behalf of the Regional Sales Manager, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with magazine closings and collection of insertion orders. This position will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidate will have a customer service orientation, strong writing skills and attention to detail, proficient with Microsoft Word, Excel, PowerPoint, Lotus Notes, and 2-3 years of business experience. Strong administrative skills and the ability to work independently are essential. *Location: Philadelphia PA*
Contact: C. Moloney, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_moloney@idg.com

Technology Editor (CIO)
This editor will produce the Emerging Technology section of the magazine. He or she will work closely with in-house and freelance writers on story development, direction and focus, and will assign and edit all, as well as write some, of the pieces in the section. The technology editor will serve as an on-staff tech advisor to other writers and editors. May also participate in the idea process for features and occasionally write or edit for other parts of the magazine. The ideal candidate will have 8-10 years industry experience; three years of editing features and departments in business or technology publishing; a bright, engaging writing style; active contacts in the industry; ability to juggle and coordinate lots of pieces; ability to work well with writers, editors and designers.
Location: Framingham MA or San Francisco CA
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

Assistant Technology Editor (CW)
Computerworld is looking for an Assistant Technology Editor. Primary responsibilities are tracking, coordinating and editing copy produced for the Technology section both on the Web and in print. This includes maintaining and updating any necessary story databases, coordinating the assigning and execution of photos and other art work, as well as updating art, design and the copy desk about the status of stories in progress. In cooperation with the Technology Editor, the Assistant Technology Editor will handle production and editing work for the weekly Technology sections (hardware, software and networks) as well as scheduled features such as Field Reports. While the prime responsibility is for the timely and efficient production of content for both the Web and print, the assistant sections editor is also encouraged to develop, assign and do detailed edits of feature stories. 3-5 years production experience is preferred. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Business Feature Editor (CW)
Computerworld is looking for a Business Feature Editor to fill a key position in our Business Section. This individual will cover the business beat to find, hone, articulate and assign stories covering the rapidly developing world of E-business. Responsibilities also include editing and providing guidance and leads for CW staff writers and free-lance writers working on these stories, assisting Business Editor in developing strategy and direction for Business section. Editing advice and opinion columns for Business section (except for careers advice columns). Recruiting new columnists for Business section as required. Writing occasional features for Business section and several long-term feature stories a year as well as writing several major features stories per year. Travel will be required 3-4 days a month to attend, as well as participate in (including speaking engagements and panel facilitation on management topics) relevant conferences. Five years writing and editing experience required as well as editorial management experience.
Location: Framingham MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Conference Manager (CW)
Computerworld has an exciting opportunity on its EBSU Events Team for a self-motivated conference professional. The successful applicant will have overall tactical and management responsibility for the Conference content, speaker administration and on-site performance of Computerworld Conferences. These include Storage Networking World (Spring and Fall), Premier 100 IT Leaders and the launch of new events to be announced soon. This position requires 5 years progressive and successful IT conference, events or editorial experience and the proven ability to deal successfully with senior IT industry professionals at analyst, vendor and supplier companies. This individual must have superior organizational and communications skills, and literacy with both MS-Office, Email and web-based systems. *Location: Framingham MA*
Contact: M. McGrath, Fax: 508-626-8524, Phone: 508-820-8663, Email: Maria_McGrath@cw.com

Operations/Customer Service Manager (CW)
The Computerworld Conference Team has an exciting opportunity for an experienced Events Professional, due to recent successes and the launch of additional Computerworld Conferences. This position will directly support the effective launch and operations of all Storage Networking World Conferences, as well as Premier 100 IT Leaders. The successful applicant will have 5+ years of experience in Conferences and/or Expos. This individual must have superior organizational and communications skills, and a working knowledge of event registration systems, attendee marketing, literacy with both MS-Office, Email and web-based systems, and customer service in an IT Client setting. *Location: Framingham MA*
Contact: M. McGrath, Fax: 508-626-8524, Phone: 508-820-8663, Email: Maria_McGrath@cw.com

Consulting Manager, Global Research Organization (IDC)
IDC's Global Research Organization is a seeking a Consulting Manager who will be responsible for managing and executing a high-level consulting engagement for IDC's major customers. Candidate must have a proven track record of working in a highly deadline oriented environment. Background should include experience in all phases of the consulting process - business development, proposal writing, project management and execution. Experience working with market models and primary research required. Technical background in creating and using databases, and advanced spreadsheet capabilities are essential. An understanding of the IT marketplace is highly desirable, knowledge of International environment an additional plus. College degree and 5+ years experience required. MBA preferred. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Marketing Specialist (IDC)
IDC is seeking a Marketing and Inquiry Support Specialist who will dedicate half of their time to providing press relations support and half their time to providing inquiry support to clients of the Latin America Internet and Telecom programs. Other activities include supporting Web initiatives (FrontPage, HTML experience preferred) and contact database management (ACT knowledge required). Spanish and/or Portuguese language skill ideal. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Research Analyst/Account Manager (IDC)
IDC's IT Advisor Program is a service geared toward the IT information needs of the IT community. The program is designed to provide relevant research and inquiry support to its customer base. The analyst/account manager supports a defined account base through both proactive and reactive interactions with clients. The analyst's responsibilities include client account management, inquiry support, contribution to research deliverables, and custom projects as necessary. This person will be responsible for maintaining a knowledge of IDC products and key topics of interest to IT organizations. Candidates should possess good customer service skills, and an understanding of the IT industry, with specific knowledge on issues facing IT organizations. *Location: Framingham MA*
Contact: M. Cornetta-Brown, Fax: 508-935-4432, Phone: 508-935-4302, Email: idc_jobs@idc.com

Research Manager, Workstations (IDC)
This exciting opportunity will entail conducting workstation research within the workstation and high-performance systems group of IDC. This person must have solid expertise in workstations and technical software or related fields (i.e., CAD, DCC or 3D Graphics markets) in order to help IDC develop, market and deliver this research to our high tech clients. Previous experience with market research projects and statistical methods, either as a developer or as a user, is preferred. The successful candidate will have excellent verbal and written communications skills, strong presentation experience and have the ability to work in a team as well as be an individual contributors. At least 5-7 years experience required preferably in the workstation marketplace. *Location: Framingham MA*
Contact: A_Schneider, Fax: 508-935-4432, Phone: 508-935-4419, Email: idc_jobs@idc.com

Client Service Coordinator, Sales Operations (IDC)
IDC is seeking a Client Service Coordinator who will work as part of the sales operations team to identify, define, implement, and manage IDC Sales, customer service processes and practices, ensuring the highest level of customer service is delivered to IDC's clients. Primary responsibilities will include customer service, leading Client Service Rep. meetings, and Client Service Rep. training. The Client Service Coordinator must possess excellent written and verbal communication skills. High level of technical competency with Notes, Word, Excel, and PowerPoint is required. The successful candidate will have a background in sales, marketing or customer services and the ability to be a team leader, gain consensus, and communicate skills and knowledge to others. Knowledge of IDC products, organization, and systems and tools (Phoenix & IDCNet) are a plus. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Sales Manager (IDC)
IDC is seeking a high level major accounts sales professional who will be responsible for managing IT market research sales and relationships at US headquartered locations and coordinating WW sales for selected top IDC Japanese vendor customers. Will also be responsible for monthly sales of syndicated market research to include renewing existing services as well as selling annual services, other syndicated research, and custom consulting (working with dedicated consulting sales partner). Reports to Group VP of Major Accounts Sales and will require approximately 50% travel (including several trips to Japan), excellent presentation, account organization and account penetration skills. Must have 5-8 years of successful executive level selling experience with complex goods or services to global technology vendors. Prefer prior experience selling to, or working with, a Japanese technology company. Computer applications skills (email, word processing, spreadsheet, PowerPoint, ACT) necessary. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Sales Manager - Software Accounts (IDC)
IDC is seeking a Senior sales professional to represent all of IDC products and services, specifically to West Coast based software companies. This is an outside sales position that requires a 10 to 15 years selling and quota carrying experience. Strong familiarity with computer industry is a must. Previous sales of syndicated research a strong positive. Position is part of a focused sales team effort and will report to AVP, Software Sales. Position will be handling top Software installed base clients and will be expected to grow that business approximately 22%. Will also be responsible for representing IDC's entire portfolio of services. Position requires 15% to 20% overnight travel. Very strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong computer skills a plus. *Location: Mountain View CA*
Contact: S. Tate, Fax: 508-935-4432, Phone: 650-962-6499, Email: idc_jobs@idc.com

Marketing Coordinator (IDG Comm)
The marketing team for IDG Communications is looking for a marketing coordinator to support efforts across a variety of marketing disciplines including event marketing, marketing communications, research and sales support. Responsibilities include, but are not limited to: processing of tradeshow documents, rooming list maintenance, coordination of tradeshow shippings, managing the printing and mailing process for collateral projects, customer database management, and working with outside vendors on ideas for contest giveaways, event gifts, etc. The ideal candidate must have excellent verbal and written communication skills, is extremely proactive, and organized, persistent in follow-up, detail oriented and highly motivated. He/she must have the ability to work on multiple projects and with minimal supervision. This candidate must have the ability to work with multiple internal IDG business units to communicate deadlines and gather company information. 2 - 3 years experience in a similar position is recommended as well as prior event logistic experience. Some travel may be required. *Location: San Francisco CA*
Contact: C. DeBalko, Fax: N/A, Phone: 415-676-3003, Email: catey_debalko@idg.com

Marketing Director (IDG/WEC)
IDG World Expo is seeking a high-level, experienced Marketing executive to lead its Marketing Department. The candidate will orchestrate the development and implementation of strategic marketing for all trade shows that WEC produces and launches. Individual will manage a current staff of 6. Responsibilities include budgeting and forecasting, and approving all marketing collateral, plans and press releases. Further responsibilities include: brand management, creative, vendor relations, Internet marketing and internal public relations. Ideal candidate will have strong communication skills, both written and verbal, strong management/leadership skills, decision-making skills and have a solid background in trade show marketing and strategy development. Requires 7-10 years experience in marketing, show management marketing a plus. *Location: Framingham MA*
Contact: J. Resendes, Fax: 508-935-4600, Phone: 508-935-4480, Email: jajobs@idg.com

Receptionist (IFW)
Seeking a part-time Receptionist who is able to work weekdays, 8 AM - 2 PM. Responsibilities include: answering and routing all incoming calls, greeting guests, receiving some incoming shipments, issuing security access cards and booking conference rooms. Additional duties will include some administrative support to the staff as needed. As the first point of contact, the ideal candidate will be pleasant, highly organized, efficient and resourceful with ability to multi-task. Must be able to work independently with little supervision. *Location: San Mateo CA*
Contact: Steven Brown, Fax: 650-312-0668, Phone: 650-312-5207, Email: resumes@infoworld.com

Sales Associate (IFW)
The Sales Associate assists one or more sales representatives in selling advertising to targeted accounts as well as working in partnership with the Regional Managers, and close issues looking for and promoting opportunities to sell additional pages/revenues. Duties include: weekly close - includes submission of accurate, pertinent and current data on closing and commission sheets by pre-close/final close submittal time. Close responsibilities also include rate verification, products, positioning, and material status. Sales Reports include the accurate and timely submission of total ad pages and revenue on Sales by issue report to Ad Coordination for the Sales by issue and Ad Page Report to agree each week. Communication between split account partners is imperative for reporting accuracy. Forecasting 30/60/90s (sales projections) reporting with accurate and timely communication and submission of all sales data. Must be professional, accurate and timely. May include correspondence to clients/potential clients. Working knowledge of all research. Help write and build structured presentations. Maintain a file on all new technology and account information (annual reports, product information, Internet). Other responsibilities include the maintenance of multiple databases and contact lists, media kit mailings, and reviewing monthly market share reports. 2-5 years business experience (sales environment preferred) including excellent written and verbal communication skills and familiarity with MS Office and Lotus Notes. BA or equivalent experience required. *Location: San Mateo CA*
Contact: M. Dwornik, Fax: 650-312-0580, Email: michael_dwornik@infoworld.com

Technology Analyst, Platforms & Infrastructure Team (IFW)
The InfoWorld Test Center seeks a Technology Analyst to join a team of analysts and editors to test and analyze products and technologies in the corporate platforms and infrastructure arena, which includes network and client operating systems, network security, WAN and LAN topologies, and network hardware and management software. The analyst will aggressively follow related beats, which will require a thorough understanding of technical issues and a variety of products in these categories. Strong technical, writing, and analytical skills are essential, along with the ability to meet weekly testing deadlines. The ideal candidate will have at least four years of hands-on experience in corporate networking products and technologies, plus strong technical skills in troubleshooting and product evaluation. Prior experience in the publishing industry or strong desire to pursue publishing career is preferred.
Location: San Mateo CA
Contact: S. Santinelli, Fax: 650-312-0668, Phone: 650-312-0498, Email: resumes@infoworld.com

Ad Coordinator (ITCareers)
The IT Careers Ad Coordinator handles order entry and ad tracking between clients, agencies, printers and the in-house production, sales and finance departments for three individual IDG publications (InfoWorld, Computerworld, Network World). This individual gathers, enters and tracks all data pertinent to the booking of IT Careers recruitment advertising for all three publications. Responsibilities include heavy telephone contact with and in support of clients, agencies and sales offices; maintenance of accurate sales records and reports for management; traffic of all advertising-- typesetting, processing of AdSend ads and troubleshooting of digital ad files; and layout of pages to meet the printing schedules and specifications of each publication. This individual should have strong organizational skills, a customer service attitude and an excellent phone manner. Must be detail oriented, and be able to multitask and perform well under the daily and weekly deadline pressures. Minimum 3 years experience in advertising coordination, desktop publishing and general publication print and production. Extensive MAC and PC skills and a familiarity with PDF file formats are essential. *Location: San Mateo CA*
Contact: M. Schroeder, Fax: 650-312-0668, Phone: 650-312-0653, Email: resumes@infoworld.com

Executive Editor, News (PCW)
PC World's Editorial Department is looking for an Executive Editor of News to take the lead on news coverage and to set standards of editorial excellence for the magazine. Daily responsibilities will include managing, training and motivating news staff; ensuring consistent on-time deadline performance; developing enterprise and investigative stories; representing PC World and its editorial mission to its major constituencies; serving on trade show advisory boards and panels and speaking to user groups; and developing ideas for, and planning, implementation of the editorial calendar as part of management team. Qualified candidates will have a comprehensive, in-depth knowledge of the current PC market; extensive industry contacts; proven ability to manage a workgroup to deadline; excellent organizational, management, and communication skills; and top-notch editorial skills. Bachelor's degree in English or Journalism or equivalent experience required. Five years' editorial management experience is recommended; substantial editorial experience in other areas may substitute. *Location: San Francisco CA*
Contact: P. Lemmons, Fax: 415-442-1891, Phone: 415-267-1776, Email: phil_lemmons@pcworld.com

Senior Associate Editor (PCW)
PC World is looking for a Senior Associate Editor to join its award-winning Reviews team. Candidates should have a thorough knowledge of issues in the computer industry; 3-4 years of computer magazine writing and editing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurately under pressure. Management experience and a working knowledge of Access and Excel is a plus. *Location: San Francisco CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

Senior Editor, Features (PCW)
We are seeking a creative, motivated and experienced editor to oversee stories and columns for the features department. Responsibilities include participating in issue planning meetings, developing & implementing features coverage, editing the work of junior editors, and supervising staff members. Requirements include at least 4 years of editorial experience and 2 years of supervisory experience. Must have in-depth knowledge of the personal computer industry and excellent analytical, writing and verbal skills. *Location: San Francisco CA*
Contact: B. Grimes, Fax: 617-426-0235, Phone: 617-482-2389, Email: brad_grimes@pcworld.com

Account Manager (PCW)
PC World is looking for an Account Manager to pursue all online advertising opportunities through creative sales techniques while maintaining professional and consistent performance in fulfilling all sales goals in the Southwest Region. Major responsibilities will include calling on clients and advertising agencies; presenting pertinent information; exercising independent judgment as to the manner in which a given sales prospect is pursued; regularly reviewing competitive media for advertising prospects; monitoring client weekly reports to ensure impression levels are met and contract requirements are fulfilled; responding to customer problems and inquiries with materials and technical challenges; and continually supporting the advertiser after the sale is made. Qualified candidates will have prior experience in selling print or online ad space. Contacts in the computer industry are a plus. *Location: Irvine CA*
Contact: S. Green, Fax: 949-250-4881, Phone: 949-442-4021, Email: susan_green@pcworld.com

Content Editor (PCW.com)
The Content Editor for WebShopper is responsible for managing the matching of articles and products, promoting articles and products on the web site, and creating and editing WebShopper content like buying advice and shopping guide articles. Position requires use of tools like Story Server to place articles and products on various WebShopper pages. Good writing and editing skills are important along with knowledge of web production tools and technologies. *Location: San Francisco CA*
Contact: A. Eisner, Fax: 415-422-1891, Phone: 451-977-7438, Email: andrew_eisner@pcworld.com

IDC Boot Camp

continued from page 1

IDG WORLD UPDATE

Helping to organize the recent IDC Boot Camp were (from left): ***Don Best***, ***Brad Christenson***, ***Brad Thorpe*** *and* ***Michael Deutsch***.

son, who noted that the feedback from attendees was very favorable regarding "both the content and structure and the fact that IDC management invested the time and effort to provide this type of training."

With the goal of providing an intensive introduction to IDC, its products, culture, the selling process and environment and the tools needed to be successful, "the Boot Camp is a great way to ensure that all our new sales reps have access to the information and tools they need to hit the ground running," Christenson said. Previously, reps were left to gather this knowledge on an ad hoc, one-on-one basis, learning by doing as they went along, he said.

The agenda revolved around three days. Day one was an introduction to IDC, its place in the IDG family, history, company organization, U.S. and international product lines and operation, research methodologies and an industry overview. Day two focused on the selling process at IDC and included a look at the sales force organization and discussions centering on pricing, process, competition, account penetration, account management, common sales objections and issues and more.

Both days featured Client Scenarios that provided an opportunity to discuss common client questions about some of IDC's key strengths. For example, what difference does having an international presence with local country offices make? What makes IDC's methodology special and why is research methodology important? What advantage does having 600 analysts covering virtually all aspects of IT give IDC? According to Christenson, these forums were a great way for some of the senior sales managers and presenters to give valuable feedback to attendees about how they respond to these questions.

On the third day, the sales reps were familiarized with IDC tools including its customer and contact database as well as given overviews of the administrative and support departments. And of course, there was a test. Inside Sales Representatives **Travis Darrow** and **Joe Charron**, distinguished themselves and took home prizes for earning the top scores.

The next IDC Boot Camp will be held next October. For more information, contact Michael Deutsch (mdeutsch@idc.com) or Brad Christenson (bchristenson@idc.com). WU

Who's on WAP?

European Online Meeting participants were curious if any IDG sites are producing content for Wireless Access Protocol (WAP), a wireless Web protocol served via mobile phones and other wireless carriers. WAP enables a site to automatically alter its appearance to fit the mobile device's hardware and software specifications.

While those in attendance are not producing content for WAP, IDG Sweden recently launched *Personal Companion World*, a print and online magazine that specifically covers WAP devices. The online product (http://companion.idg.se) has specifically designed pages for a selection of mobile platforms such as Palm OS, Epoc and the Nokia Communicator. All are automatically generated from the *Personal Companion* Web site. There are two WAP channels that deliver the site's daily news in WAP format.

For more information contact **Klas Granström** at klas.granstrom@idg.se.

Online meeting

continued from page 4

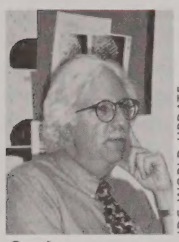
ative). IDG Netherlands plans to have a virtual shopping mall in one of its sites, thereby taking up the role of realtor. Could this be taken one step further where IDG would receive a percentage of all transactions done on one of its sites between a supplier and a visitor? Would this hurt our role as independent information provider to our readers, or would this be considered an additional service (by offering them best value for money)? The group discussed implications from various angles, but no consensus emerged.

Technology

Most presentations focused on production tools. The common thread among these presentations was that each group is trying to succeed with different tools, with varying levels of success, and that regardless of the outcome individually, the resulting content IDG can offer as a whole will not be homogeneous, to the detriment of users, search engines, etc. Additionally, the successes that are enjoyed at the business unit level are not shared by the network and the other groups except at the European Online meetings, which is far too infrequent. The general consensus was that while the Support Center can help, IDG as a company needs to spend more money helping the units to standardize on some tools with site licenses and other tactics. For example, IDG Hungary would not have to design its own database system if IDG already owns an Oracle License for Linux.

For more information on the online meeting, contact **Vicki Anderson**, Global Web Support Center director, at anderson@supportcenter.com. WU

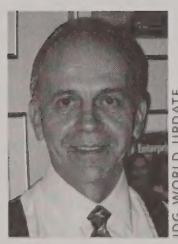
noteworthy people


Snyder

Kanes

Settera

Barker


Bettencourt

Higgins

Promotions

PC World Executive Editor/News **Bill Snyder** will become editor-in-chief of pcworld.com. "Bill has done an outstanding job with the print news section, leading a talented group that consistently produces strong, appealing content tailored to the needs and interests of our readers," said *PCW* Editorial Director **Phil Lemmons**. "Everyone who has worked with Bill knows how determined he is to produce the best content in the business. He's always served as a strong advocate for his staff and has shown the ability to face a crisis with a clear head and sometimes even a welcome note of humor."

PC World Art Director **Robert Kanes** is now the monthly's new (and first) creative director, responsible for art direction for both *PC World* magazine and pcworld.com. "Under Robert's leadership for the past six years, *PC World*'s design, illustration, and photography has reached a consistent level of excellence that far outpaces that of our competition," said *PCW* Editorial Director **Cathy Baskin**. "Already, he has worked with the online group to redesign the news pages and has commissioned a thorough audit of the site in preparation for a complete site redesign early next year."

New employees

After taking care of three young children as a child-care provider, **Aimee Settera** will now take care of *The Industry Standard*'s conferences as a conference administrator. She holds a B.A. in Spanish from San Francisco State University and spends her free time at movies and with family and friends.

Heidi Barker is *The Industry Standard*'s new facilities coordinator, coming from Dain Rauscher where she worked as an administrative coordinator. She earned an associate's degree from Diablo Valley College in Pleasant Hill, Calif., and likes to hike and ski.

The Industry Standard has hired **Michael Hsai** as a business analyst. He recently earned an M.B.A. from the University of San Francisco and also holds a B.A. in communications and psychology from the University of Michigan. Away from the office he enjoys snowboarding and mountain biking.

A freelance graphic designer who has "been working in graphic design and production since the days of X-Acto knives and t-squares," **Alan Anzalone** is *Macworld*'s new digital ad coordinator. He enjoys playing the saxophone and listening to live jazz.

Ron Bettencourt has been hired by *CIO* as a user support manager. He was previously operations director with Network Systems Architects and prior to that IS manager at Massachusetts General Hospital. While working full-time he earned a B.S. in business administration from Eastern Nazarene College in Quincy, Mass., and a project management certification from Boston's Emerson College. He is also a recent graduate of the state-run Southeastern Massachusetts Manufacturing Partnership, an entrepreneurial training program. In his spare time he flies stunt kites and restores furniture.

Previously a customer service representative in cash management at Bank Boston, **Janice Higgins** is now a client services representative with IDC. She holds a B.F.A. in theater from the University of Bridgeport (Conn.) and continues to enjoy singing and theater.

Justin Katz has been hired by IDC as a proofreader in the Publishing Services and Technologies division. He was previously a publishing assistant at Publicom, Inc. He graduated from the University of Rhode Island with a B.A. in English and spends his spare time working on a novel and playing the piano.

Associate Research Analyst **Alex Faigel** comes to IDC from Boston Alliance where he was a sales and marketing associate. A recent graduate of Babson College with a B.A. in entrepreneurship and marketing, he was one of four finalists in the school's annual Charm Business Plan Competition.

Senior Account Executive **Curt Hunnewell** comes to IDC's IT Advisor unit from Smith Kline Beecham where he was a hospital sales representative. He earned a B.A. in political science from Colgate University in Hamilton, N.Y., and is currently nearing completion of an M.B.A. from Babson College in Babson Park, Mass. When not studying he enjoys golf, hockey and skiing.

District Manager **Paul Reiss** comes to *Computerworld* from his position as account director at CMP Media's Channel Group. He earned a B.S. in economics from the University of Colorado and enjoys sailing in his free time.

Returning employees

After working as manager of consulting at Technology Business Research, **Chris Dawe** returns to IDC as manager in the Custom Consulting division with a focus on semiconductors and storage mechanisms. He previously worked at IDC as a semiconductor analyst. He earned a B.A. in English from Plymouth State College and is the proud, new father a baby girl named Kelsie.

After earning an M.B.A. in Grenoble, France, Domestic Rights Manager **Michaela Bjorkman** returns to IDG Books' Foster City, Calif., office, where she had previously been a subsidiary rights coordinator. She also holds a B.S. in international business from San Francisco State University. Fluent in Swedish and French, she also enjoys reading, travel and cooking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17
Richard Ciliberto *Computerworld*
Pat Murphy *IDG Central Services*

13
Debra Guilfoyle *InfoWorld*

12
Karen Timmons *IDC*
Lucinda Borovick *IDC*

10
Stephanie McCann *Computerworld*

8
Laura Wonnacott *InfoWorld*

5
David Rodriguez *IDG Spain*
Aoife McEvoy *PC World*
Traci Gere *IDC*
Michelle Vittori *Computerworld*
Amy Molloy *Computerworld*
Joan Olson *Computerworld*

4
John McArthur *IDC*
David Pellegrini *InfoWorld*
Mary Beth Regan *Computerworld*
Jill Tang *IDG Taiwan*

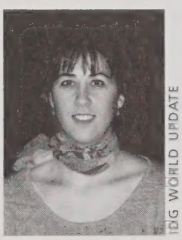
3
Marcale Wallace *IDG Games Media Group*
Maria Cristina Fuentes *InfoWorld*
Laurie Marinone *Computerworld*

2
Kristin Shackelford *IDG Games Media Group*
Kathy Melymuka *Computerworld*

1
Brian Wright *IDG Games Media Group*
Jade Williams *IDG Books*
Joseph Wikert *IDG Books*
Karen Avedian *ITworld.com*
Gabrielle Griffith *IDC*
Errol Francis *InfoWorld*
Jane Colonna *Computerworld*
Michael Yang *IDG Taiwan*

IDC's Read honored as MVP

IDC Proofreader **Jennifer Read** recently received Publishing Services and Technologies' first-ever MVP Award, which recognizes a department employee monthly for his or her contribution to meeting department goals, idea for process improvements, teamwork, favorable customer feedback, exemplary quality, or other effort above and beyond the call of duty. Jennifer, who just passed her one-year anniversary with IDC, was nominated by her peers, who cited her teamwork, commitment, focus on excellence, and irrepressible cheerfulness in their nominations. WU



Read

New addresses for Munich publishers

IDG Magazine Verlag (*PC Welt* and *Macwelt*), IDG Entertainment Verlag (*GameStar*) and IDG Interactive (tecChannel) have moved to:

Leopoldstrasse 252b
D-80807 Munich
Germany

All phone and fax numbers will remain the same.

U.S. Publishing Institute offers whole-business perspective

The East Coast version of the U.S. Publishing Institute, held in Oct. 25-27 in Tyngsboro, Mass., boasted 22 participants from 15 U.S. business units. IDG executives and high-level managers served as presenters for the program.

"From the basics such as the difference between controlled and paid circulation publications to the intricacies of how the pages roll through the presses in the production stage, it was a very enlightening and informative experience," said **Jean Gasbarro**, licensing administrator for IDG International Publishing Services. "I think it really helped to open the eyes of participants beyond their own departments to see how everyone – circulation, sales, marketing, production, editorial - needs to work together for any publication to make its deadline."

The tentative 2000 schedule for IDG's publishing institutes is as follows: For top-level managers and new business unit presidents: IDG Publishing Institute (Feb./March, nominations Dec./Jan.). For senior-level individual contributors and managers: USPI West (April, nominations in Feb.), European Publishing Institute (June, nominations by April), Asia PI (June), USPI East (Oct./Nov., nominations Aug./Sept.).

For more information, contact Training and Development Specialists **Connie Raleigh** (connie_raleigh@idg.com) or **Christina Dunn** (christina_dunn@idg.com).

*Participants at the East Coast U.S. Publishing Institute: Front (center): **Connie Raleigh** and **Julie Lynch**, IDG Human Resources. First row (L-R): **Marcy Dill**, CIO; **Thalia Karakitsios**, PC World; **Bill Burgin**, Federal Computer Week; **Jean Gasbarro**, IDG International Publishing Services; **Nina Bohn**, CCI/Crosby Publishing; **Tommy Lin**, IDG HRSD West; **Carolyn April**, InfoWorld; **Vince Naccarato**, CIO Canada; **Laurie Parsons**, program coordinator. Back row (L-R): **Michael Goldberg**, Computerworld; **Anne Nickinello**, Network World; **Harry McCracken**, PC World; **Diane Tomasik**, Federal Computer Week; **Ted Bowen**, InfoWorld; **Dena Tom**, IDG Global Communications; **Resa Altsher**, CIO; **Marc Ferranti**, IDG News Service; **Christine Burns**, Network World; **Volker Heistermann**, IDG Communications; **Paul McNamara**, Network World; **Liz Pabon**, Publish. Not shown: **Cindy Delany**, Computerworld.*

celebrating 10!

Name
Annika Svanström

Home
Stockholm, Sweden

Joined IDG
November 1989, as a sales assistant

Career path since joining IDG
Assistant to the sales department, sales representative for the business-to-business magazines and *Computer Sweden*, product manager for *UtbildningsGuiden* (a special publication about IT training, listing over 3,000 courses).

Current title
Sales rep for *Computer Sweden* and product manager for *UtbildningsGuiden* (responsible for sales, marketing and developing the publication).

Career highlight
Named salesperson of the month in June 1998.

Memorable work moments
IDG Sweden's 1994 move to a more central address in Stockholm and my 10th anniversary luncheon with Pat McGovern.

Joined IDG because
It was so long ago, I have forgotten! I do remember that I wanted to learn more about marketing and selling.

What's kept you at IDG for 10 years?
The constant change and lack of routine and a very nice and creative group of co-workers.

Best compliment you can receive on your work?
When the client says, after an ad campaign, that they are very satisfied.

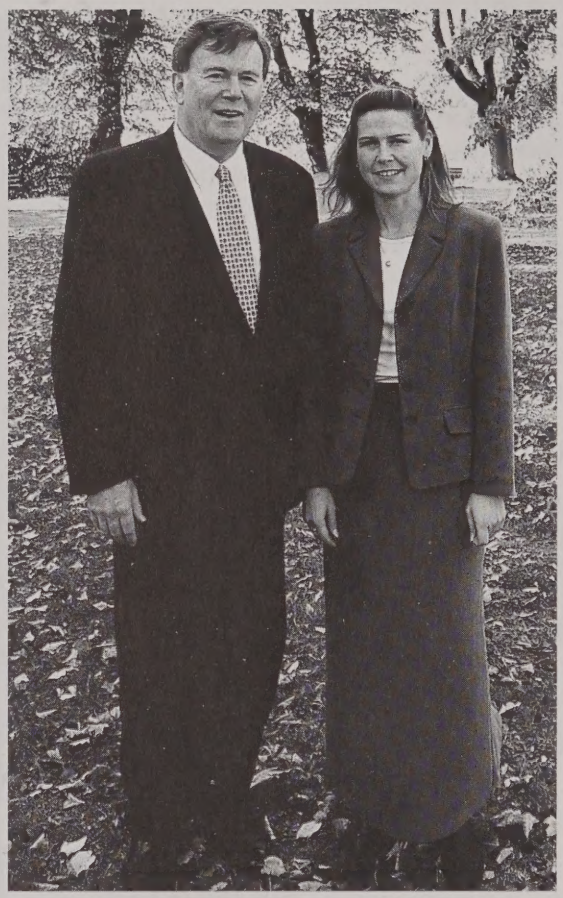
Interests outside the office
Skiing, working out and rebuilding our house.

Family
Husband Stefan Svanström

What talent do you wish you had?
A good singing voice.

Dream destination
Thailand

Fantasy job
Show dancer



*IDG Chairman **Pat McGovern** recently escorted IDG Sweden's **Annika Svanström** to lunch in honor of her 10 years of service to the company.*

First job
Waitress

Your idea of a perfect day alone?
A long walk in good weather.

One possession you'd grab if your house were on fire?
Stefan and all our photographs.

If you won the lottery tomorrow, you would
Build some more rooms on our house because it is quite small.

Manager's profile
"Annika's fighting spirit to always reach her targets combined with her focused way of working makes her a rock on the *Computer Sweden* sales team. Her loyalty and positive attitude also makes her a very popular colleague. Annika has also very successfully managed the *Computer Sweden* project - IT Education Guide - and with determination made it the great success it is today."

— Christer Björkin, marketing director, Computer Sweden

More address and telephone changes

The IDG Communications office in Rochelle Park, N.J., has moved. The new address is:

IDG Communications
Mack-Cali 4
61 South Paramus Road, 3rd Fl.
Paramus, NJ 07652

All phone and fax numbers will remain the same.

All telephone numbers for The Webby Awards office in San Francisco have changed.

Tel: 415-974-7400
Fax: 415-974-7401
Sales fax: 415-974-7450

IDG **WorldUpdate**

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Internet: penny_winn@idg.com

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Internet: david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
Internet: david_hill@idg.com

The publisher and editors may also be reached on Lotus Notes.

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 4,000 book titles in 80 countries, IDG also produces 168 computer related expositions in 35 countries. Its research arm, International Data Corp., provides computer research and analysis through 49 offices in 42 countries worldwide. IDG World Update welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view IDG World Update Online on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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WWW.IDGWORLDUPDATE.COM

A look back at IDG in 1999

"Our most successful business units online have been keenly focused and quite successful in weaving online into the newsroom so that there isn't a schism between print and online."

– Kelly Conlin, IDG president & CEO

January

Circ's up! Computerworld's Circulation Department includes: ***Lisa Davidson, Eric Schmierer, Paula Foss, Faith Marcello, Melanie Guy, Maureen Burke*** *and* ***Joanne Boiardi.***

As part of an aggressive circulation growth strategy, *Computerworld* for the first time adds 30,000 qualified non-paid subscribers to large paid circulation base.

Macworld Expo roars into town attracting 70,000 attendees to San Francisco's Moscone Center. Show organizers credited the newly announced iMac with helping to breathe new life into the annual event.

The IDG Global Web Support Center unveils a major facelift as well as enhanced functionality including improved download time, ease of navigation and new features.

IDG Taiwan turns 10 and celebrates with a party for employees and friends. Above, IDG Taiwan Chairman ***Jack Wang*** *(third from left) gets some help from James Wong, chairman ofthe Information Service Industry Association of ROC (second from left) and Raff Liu, chairman of theTaipei Computer Association (fourth from left) while* ***Gary Fung****, VP, IDG World Expo Asia (left),* ***C.M. Chiang****, president of IDC Taiwan, and Rex How, persident of Locus, look on.*

COMPUTERWORLD
GROCER TRIPPING OVER SAP SYSTEM

Computerworld unveils comprehensive redesign. New look culminates six months of behind-the-scenes research and is based on the most comprehensive set of reader research ever conducted at the 32-year-old publication.

To broaden its English-language export reach, IDG Books purchases a share in a new Southeast Asian book distributor, Singapore-based TransQuest Publishers, Pte.

IDG Books sponsors a Y2K workshop for Silicon Valley non-profit groups to help increase awareness of and solutions to Y2K issues.

GameStar, published by IDG Entertainment Verlag in Germany, tops the 300,000 mark for paid circulation during the month of January. Just 17 months old, *GameStar* is second among Germany's top seven games magazines with circulations of more than 100,000.

IDG licensee Mikro Knjiga Publishing Co. launches *PC Games Yugoslavia*, becoming the first publisher in the country to offer two computing titles. Its *PC World Yugoslavia* is 18 months old.

continued on next page

10+ years

Joe Levy, 27 • Maureen Burke, 22 • Diane Utano, 20 • Josef Lohner, 20 • Birte Matsen, 20 • Vincente Tardin, 20 • Donna Pomponi, 19 • Klemens Paunert, 19 • Bernhard Weeser-Krell, 17 • Kazuhiro Hara, 17 • Renee Pierce, 17 • Beverly Wolff, 16 • Joan Daly, 16 • Steven Brown, 16 • Juanita Clark, 16 • Michelle Reyes, 16 • Mark Winther, 15 • Barbara Lewis, 15 • Donna Sparrow, 15 • Paula Foss, 15 • Lee Doyle, 15 • Barbara Sands, 15 • Maria Grazi Rovati, 15 • Maristela Santos Oliveira, 15 • Pauline Smith, 15 • Nancy Percival, 14 • Rebecca Segal, 14 • Michael McShane, 14 • Maureen Rondeau, 14 • Brad Thorpe, 13 • Lorraine Witzell, 13 • Jeff Edmunds, 13 • Vera Chan, 12 • Jean Bozman, 12 • Gerhard Rainer, 12 • Julio Attala, 12 • Alda Cristina S. Campos, 12 • Claudette Sears, 12 • Mary Lester, 11 • Allison Stamm, 11 • Charlie Greco, 11 • Erika Schönberger, 11 • Maria Alice Ramos, 11 • Elfi Kunzel, 11 • Gina Steinmann, 11 • Liana Tatka, 11 • Mary Wardley, 11 • Ulrike Pape, 11 • Katalin Kopacsi, 11 • Ursula Nadador, 11 • Chris Guio, 11 • Dorothy Rosenthal, 11 • Michelle Lajeunesse, 11 • Michelle Wong, 11 • Deb Bozikis, 11 • Bob Brown, 11 • Alan Farias, 11 • Fernando Rus, 11 • Miriam Karlin, 10 • Maryann Doolin, 10 • Sonja Lack, 10 • Yoko Nishii, 10 • Rose Marie Zeno, 10 • Kenneth Fuller, 10 • Amy Hanania, 10 • Dorothy Cronin, 10 • David Emberley, 10 • Zsoka Egyed, 10

January

continued from page 1

IDG Japan finds big opportunities in small shows and boosts its emphasis on offering small, specialized trade shows and conferences. Above, **Setsuro Tamai**, president of IDG World Expo/Japan (left) poses with attendees at this month's Complexity Management Forum.

"If there is an opportunity we will take it, shake it and try to awake it. Then we will make it!"

— Ralph Peter Rauchfuss, managing director, Computerwoche Verlag

Making headlines

Intel starts the year in hot water with privacy advocates when it's revealed that the chip giant's Pentium III microprocessors contain codes that could identify individual users and permit tracking and profiling of their activities.

IDG Chairman **Pat McGovern** (left) and IDC President and CEO **Kirk Campbell** (right) present Program Director **Carey Azzara** with IDC's coveted Peacock Award. The award is given annually to the IDC employee who makes the greatest contribution in terms of organizing, conducting and communicating IDC research to clients. Research Director **Carol Glasheen** was the runner-up.

PC World Espana's staff members show off their redesigned January issue, which is the first Spanish IT publication to include a DVD-ROM cover mount.

Kim DiClemente, IDG Accounting, (left) and **Debbie Waters**, IDG Corporate Support Center, are awarded Boviard STAR Awards for their outstanding Service, Teamwork and Results.

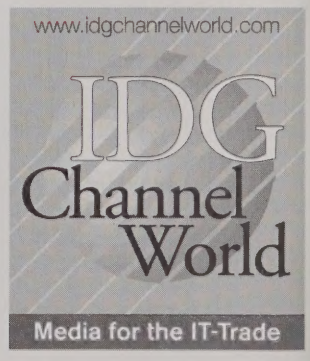
February

IDG Sweden signs deal with Miller Freeman, making *Computer Sweden* and *Natverk & Kommunikation* the official media partners for the Networks Telecom and Computer Telephony Expos. **Christer Bjorkin** (left) and **Michael Schebesta**, marketing directors for *Computer Sweden* and *Natverk & Kommunikation*, helped seal the deal.

The Webby Awards' **Tiffany Shlain**, is named by *San Francisco Magazine* as one of "60 Players Who Rule the Bay Area."

It's a woman's world, too. InfoWorld's quarterly WITI FastTrack supplement targets women advancing technology and the changing industry landscape.

IDG's growing family of channel publications -- 27 titles in 23 countries -- gets a Web site of its own as IDG Channel World (www.idgchannelworld.com) launches to help visitors better understand the breadth and depth of IDG's channel titles around the world.



10+ years

Pat McGovern, 35 • Joanne Oteri Capolino, 24 • Richard Priante, 24 • Rainer Oberlander, 23 • Diane Martin, 22 • Delia Quartey, 19 • Kim Pennett, 19 • Joanne Boiardi, 18 • Magdalena Axelsen, 17 • Andreas Forth, 16 • Carl Marchi, 16 • Eric Bender, 16 • Iris Clench, 15 • Wes Nihei, 15 • Libby Levinson, 14 • Paul Bonarrigo, 14 • Linda Gorgone, 13 • Alexandre Campos de Barros, 13 • Deborah Goldstein, 13 • MaryAnne Sinville, 12 • Mark Sullivan, 12 • Steve Tozeski, 12 • Magdalena Zabala, 12 • Olga Fernandez, 12 • Paul Mercer, 12 • Laszlo Varga, 12 • Jack McDonough, 12 • Kathryn Kress Taplett, 12 • Susan Collins, 12 • Penny Stevens, 12 • Bruce Stephen, 11 • Clare Gillan, 11 • A. Judith Garcia, 11 • Barbara Urbaniak, 11 • Ursula Weiss, 11 • Laura Sears Brady, 11 • Carole Plana-Prigent, 11 • Gregg Pinsky, 11 • Kevin Burns, 11 • Kevin Normandeau, 10 • Donna Kirkey, 10 • Fernando Antonia Lima e Silva, 10 • Ellen Di Matteo, 10 • Joanne Pirnik, 10 • Lucy Chaudhuri, 10

IDG Books' new building in Indianapolis is "topped off" with a structural beam signed by every Books employee. The 145,000-sq.-ft. facility is scheduled to open in January 2000.

Making headlines

Software and hardware vendors will spend much of 1999 jumping on the bandwagon of support for the upstart (that is, it's not made by Microsoft!) Linux operating system — in mid-February, IBM announces a deal with Red Hat Software to offer Linux on IBM servers and PCs.

Poland's *PC World Komputer* hosts its second Best Advertisement awards program for local advertisers. The awards are voted on by PCW readers. Above, **Agnieszka Cybulska** and **Renata Swiecka** present one of the awards.

IDG launches IDG Global Solutions, a new worldwide organization charged with building integrated, global marketing programs across the extensive resources of IDG's publishing, research, online, event and training companies.

IDG Books forms the Y2K Squad, a group of high school students trained to diagnose the Y2K date glitch for Silicon Valley non-profits organizations.

March

IDG Books says G'day Down Under, forming IDG Books Australia with its Australian distributor Woodslane Pty. Ltd. The new company will publish, market, distribute and sell the IDG Books' titles.

IDG World Expo organizes the first LinuxWorld show, which drew more than 12,000 attendees, in just under 12 months, one of the fastest launches of an event of its size in IT trade show history. Above, IDG President & CEO **Kelly Conlin** welcomes Linus Torvalds to the podium.

IDG Games Media sells *PC Games* to Imagine Media, Inc., while readying an interactive entertainment Web portal, GameProWorld .com, for a May debut.

More than 3,000 "digerati" turn out for the third annual Webby Awards in San Francisco, which honor Web excellence and creativity. Award categories range from Arts to Weird.

PC World signs an exclusive marketing deal with Office Depot to excerpt the magazine's editorial and product reviews for point-of-purchase displays. *PCW* will also be the only magazine carried by the chain.

Ain't it grand? PC World takes home the Grand Neal Award from the American Business Press for its September '98 issue on Privacy In The Internet Age.

IDG Sweden acquires a stake in the Swedish Internet financial services firm TeleTrade. It also buys the consumer-oriented Internet publication *Internetguiden* from rival The Bonnier Group.

Keynote speaker former U.S. Speaker of the House Newt Gingrich played to a packed house at the revamped Internet Commerce Expo in Boston. The show's new focus on e-commerce separates it from wider-focus shows.

WS Computer Publishing, IDG's Philippine publishing partner and local market leader, celebrates its 10th anniversary with a variety of gala functions, including ***Pat McGovern*** *speaking on "Profiting in the New Era of Internet Commerce." Above, McGovern presents a plaque of appreciation to* ***Ramon San Jose, Jr.****, in honor of his 10 years of service to WS Computer Publishing Corp.*

The Industry Standard is honored by *Business Marketing* and *Brill's Content* for its coverage of the Internet economy and how it affects business.

Following a December agreement making IDG the first licensed IT publisher in Iran, licensee GSRP launches its first issue of *PC World Iran*.

PC World Italia *marks twin milestones – its 100th issue and 10th year in publishing – with a larger issue, a bigger press run and doubled newsstand sales.*

10+ years

Tom Monahan, 21 • Ursula Sauter, 21 • Walter Shönberger, 20 • John Dix, 19 • Ed Scannell, 19 • Shirley Ingram, 18 • Helge de Gregori, 18 • Shirley Ingram, 18 • Francisco Zabala, 17 • Maryann McAuley, 17 • Fred Losapio, 17 • Fernando Moran, 17 • Ricardo de Almeida Goncalves, 17 • Keiichi Maesato, 17 • Lucy Sheehan, 16 • Cynthia Sparrow, 16 • Dorothy Theodoraki, 16 • Christina Spence, 15 • Leif Rasmussen, 15 • Wolf-Dieter Lorenz, 15 • Diter Stein, 15 • Carlos Alberto Pereira, 15 • Ed Acly, 15 • Joachim Herbert, 14 • Aromi Rajon, 14 • Terry Lee, 14 • Ellie Leishman, 14 • Christine Grelet-Cavelle, 13 • Melanie Guy, 13 • Simone Fiedler, 13 • Martin Meier, 13 • Magdalena Koch, 12 • Eleni Brisbois, 12 • Karman Chang, 12 • Patricia Sims, 12 • Susan Cardoza, 12 • Richard Villars, 12 • Michele Winiker, 12 • Anne Foley, 12 • Paul McCloskey, 12 • Eleni Brisbois, 12 • Peter Gruber, 11 • Graca Sermoud, 11 • Miklos Cocron, 11 • Eve Garvey, 11 • Vibeke Whitehead, 11 • Michael Carroll, 11 • Kirk Campbell, 11 • Margarita Chiango, 10 • Robert Sawdon, 10 • Carol Hildebrand, 10 • Judy Bonosaro, 10 • Christopher Connery, 10 • Ursula Istavrinos, 10 • Evilee Thibeault, 10 • Fatima Ruiz del Olmo, 10

Network World holds it third annual Global Product Support Center conference in Paris, bringing together 36 attendees from networking publications in 11 countries to share information and ideas. Above, *NetWorld Poland* staff **Malgorzata Brudniak, Bronislaw Piwowar** and **Monika Mielczarczyk**.

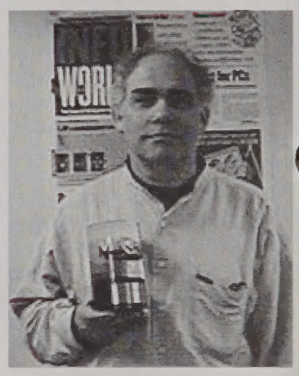
Making headlines

Intel avoids a lengthy trial and puts its legal battle with the U.S. federal government behind it by agreeing to settle antitrust charges that had been brought by the Federal Trade Commission. The deal that also saves Intel from being branded a monopolist which would have led to its conduct being held to a higher legal standard.

FCW Government Technology Group holds its third annual fundraiser for the Darrell Green Youth Life Foundation in Washington, D.C. More than 500 attendees participated raising some $33,000 for underprivileged youth. Above, FCW President **Edith Holmes** displays a gift from Washington Redskins player Darrell Green.

April

Eighteen months after its inception, Austria's multi-featured Computerwelt Online is the revenue leader among all online media in Austria in terms of online advertising by IT firms. Above, **Gregor Malischnig, Gerhard Rainer** and Rainer Imb have played a key role in site's success.

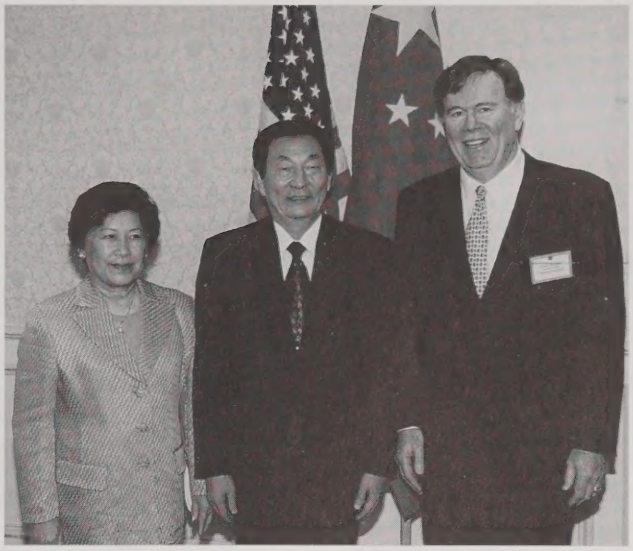


IDG publications dominate the annual Maggie Awards, as four West Coast titles – *Publish*, *InfoWorld*, *Macworld* and *PC World* — take home 12 awards for editorial and design excellence. Above, *InfoWorld*'s **Ephraim Schwartz**'s story, "The Perils of Power Politics," won Best News Story/Trade.

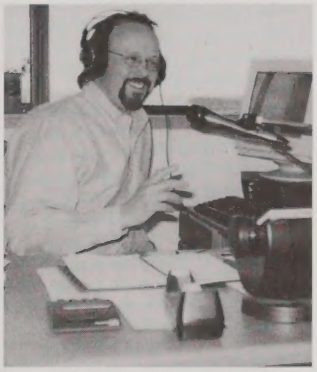
IDC establishes Finnish subsidiary office by acquiring a firm that had been supplying it local research data. Above, ***Per Andersen*** *and* ***Reigo Lilius*** *celebrate.*

Making headlines

Troubles at Compaq come to a head: after the company issues a profit warning for its first quarter that takes financial analysts by surprise, the board ousts President and CEO Eckhard Pfeiffer.



*IDG Chairman **Pat McGovern** was a member of the official host party that accompanied Chinese Premier Zhu Rongji and his wife An Lao during their visit to Boston on April 14.*



Senior VP **John Gallant** hosts *Network World*'s first virtual quarterly technology briefing for clients and prospects designed to educate them about emerging networking trends.

CIO Publisher **Gary Beach** is appointed to a UN-sponsored Y2K-assistance program for communities and countries in need of technical assistance.

"A phenomenal team effort" by several *PC World* groups lead to a multimillion-dollar, 12-month marketing deal with Fountain Technologies.

*The first 10 participants in IDG Sweden's 16-month-long in-house IDG Business School pose for a class picture upon reaching the program's midpoint. The program is designed to help educate the sales team to sell not just a single product, but rather IDG Sweden as a "media house" that offers a range of marketing solutions. Among the participants: **Madeleine Wallin**, **Caroline Bergengren**, **Jan Hales**, **Asa Granqvist**, **Henrik Olsson**, **Annika Fors**, **Thomas Roos**, **Ingela Havaas**, **Per Westerberg** and teacher **Tomas Dreifaldt**.*

*In Norway, Computerworld staff members **Kaja Langeland**, **Bjorn Alm**, **Henrik Ulrichsenm**, **Gunn Felldal** and **Nard Schreurs** celebrate three top prizes from the Norwegian Newspaper Publisher's Association.*

Switzerland's *PCtip* celebrates five years of focusing on everyday Swiss users with high reader approval ratings.

Vietnam Computerworld Expo turns the spotlight on local firms, giving them a chance to seek distribution and joint-development deals.

IDG Books' For Dummies mascot takes a break from handing out towels and t-shirts to promote *Running For Dummies* at the starting line of this month's Boston Marathon in Hopkinton, Mass. No word on whether the pointy-chinned spokesmodel completed the 26+-mile course.

IDG signs license for *GamePro Middle East*. The Arabic-language bi-monthly will be published by Nahas Publishing in Beirut, Lebanon.

IDG Books makes the *The San Francisco Business Times'* annual list of the Bay Area's 150 fastest-growing companies. With 23% growth over the past three years, the company tied with Charles Schwab for No. 104 and was several notches ahead of Sun Microsystems.

JobUniverse Project Manager ***Frank Quinn*** *(second from left) celebrates with IDG New Zealand staff at this month's launch of their online recruitment site. Also pictured:* ***Bruce Buckman***, ***Bob Pinchin***, ***Jillian Hamilton-Browne***, ***Alec Brown***, ***Edward Porter***, ***Mark Evans***, ***Shane Gaoa*** *and* ***Ben Gibb***.

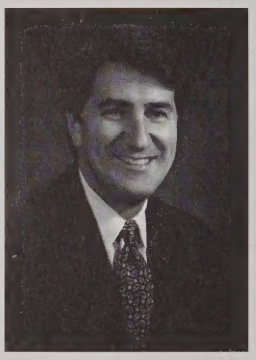
"How successful we are at transitioning to be the 'Internet Data Group' will be the major challenge for the company in the years ahead."

– Kelly Conlin, IDG President and CEO

Solutions Integrator uses its Web site to build a community of channel marketers by providing them a place to contribute ideas, learn from others' experiences, and collaborate on projects.

10+ years

Ursula Sauter, 21 • Helga de Gregori, 18 • Grace Castro, 17 • Juan Manuel Saez, 16 • Carlos Alberto Pereira, 15 • Robert Wallace, 15 • Ed Acly, 15 • Valerie Sanclemente, 15 • Penny Winn, 15 • Lisa McGrath, 15 • Diane LaLumiere, 14 • Jose Miguel Perez, 14 • Robert Kanes, 14 • Joachim Herbert, 14 • Aromi Rajon, 14 • Dolores Hermosell, 14 • Ramon Nacenta, 14 • Norma Tamburrino, 13 • Judit Fülöp, 13 • David Bromley, 13 • Simone Fiedler, 13 • Bartolome Robles, 13 • Kazuhiko Kajihara, 13 • Martin Meier, 13 • Nancy Grant, 12 • Magdalena Koch, 12 • Mark Leary, 12 • Patricia DeBiase, 11 • Richard Pastore, 11 • Robert Ainsworth, 11 • Dorothy Rosenthal, 11 • Gabriele Arioli, 11 • Graca Sermoud, 11 • Mindy Blankenship, 11 • Crawford DelPrete, 11 • Shannon Smith, 11 • Norma Mena, 11 • Peter Gruber, 11 • Andre Kvitka, 10 • Robert Thirlwell, 10 • Kirsten Højrup, 10 • Hiltrud Osterried, 10 • Erik Müller, 10



IDG President **Kelly Conlin** adds title of chief executive officer to his business card. "As president for the past four years, Kelly has grown the company's revenue by over 50% to $2.35 billion and spearheaded product development initiatives that have led to more than 100 new publications," said IDG Chairman **Pat McGovern** in announcing the promotion.

During its first three weeks of operation, JobUniverse France delivers 520 job applications from 8,800 visitors.

The Employment Management Association honors **John Corrigan**, Computerworld vice president of recruitment, for his many contributions to the field of recruitment.

May

With the help of Swedish, Norwegian and Finnish editors, IDG Denmark launches *IT-Branchen*, the country's first channel publication, but No. 28 in IDG's stable.

IDG's one-year-old content exchange relationship with CNN Interactive blossoms into a full-blown $50 million alliance with CNN News Group that includes IDG-branded program segments.

IDG Germany launches job-welt.de, an online recruitment site with more than 1,000 jobs from companies such as Microsoft, SAP and Arthur Andersen.

IDC gets high marks for its first advanced analyst training program that promotes collaboration across research groups.

Network World's third annual Net Bowl, the networking industry's only trivia game show, raises more than $50,000 at the NetWorld+Interop show to help schools hook up to the Web.

Making headlines

Testimony in Microsoft's trial on antitrust charges reveals that the operating system maker bullied no less an industry powerhouse than IBM, withholding a license for Windows 95 until 15 minutes before the official launch of the much-ballyhooed OS — and putting IBM way behind competitors who were ready to sell Windows 95 PCs on the launch day.

IDG and the U.S. Information Agency collaborate to form The Global Technology Corps, which provides technology and telecommunications firms a way to funnel equipment and manpower to underdeveloped countries. Above, IDG Global Solutions staff in San Francisco handled outreach to the high-tech community that resulted in more than $700,000 worth of donations to benefit serveral refugee camps.

Senior information systems executives from IDG's U.S. business units holed up on Cape Cod to discuss areas of common interest and opportunities for collaboration at the annal Information Systems Council Conference. This year's conference was attended by 15 IS managers representing 11 U.S. business units and one special guest from IDG Denmark.

Twenty-eight-year IDG veteran **Joe Levy** is named president and CEO of IDG Communications U.S., a new position to which all of IDG's U.S. publishing units will report.

Computerworld Kiev celebrates it fifth anniversary, making it the oldest IT weekly in the Ukrainian market.

Best of Publishing, IDG's Belgian licensee, enters the networking market with *Network & Telecom*, which is published in simultaneous French and Dutch editions.

IDG Poland becomes the first Polish publisher to offer a CD-ROM cover mount. The DVD disk's content was acquired almost entirely on a no-fee basis.

Produced by IDG Vice President Technology **Bob Metcalfe** and organized by IDG Conference Management Co., the second annual Vortex conference brings together 340 invitation-only attendees from the Internet, telephone and television industries to discuss the convergence of those industries..

10+ years

Ann Clark, 23 • Ney Kruel, 21 • Bob Wescott, 21 • Christian Mahler, 19 • Sumiko Ozawa, 19 • Ann Finn, 18 • Karen Weston, 18 • Arline Clements, 17 • Sinval Silva, 16 • Dorothy Adams, 16 • Mette Lautrup, 16 • Susan Searle, 15 • Karen Lincoln, 15 • Andreas Dunse, 14 • Rudolf Schuster, 14 • Walter Kainz, 14 • Gayle McElroy, 14 • Frank Gens, 14 • Dagmar Batschat, 13 • Bob Ostow, 13 • Patricia Powers • Julio Attala, 12 • Bruce Buckman, 11 • Ann Andrisani, 11 • Barbara Adamson, 11 • Mary Musgrave, 12 • Susanne Kratoschka, 12 • Michael Nerke, 12 • Gaby Kirschbaum, 12 • Linda Manes Goodwin, 12 • Norman Noble, 12 • Michael Deutsch, 12 • Stephen Lennox, 12 • Judy Schultz, 11 • Vicki Peilen, 11 • Joan Kelly, 11 • Claire Breen, 11 • Ginny Pohlmann, 10 • Jeffrey Pittelkau, 10 • Basilio Rodriguez, 10 • Kim Nash, 10 • Caryn Dlott, 10 • Brian Clarke, 10 • Ilona Dietrich, 10 • Anthony Doesburg, 10 • Hiltraut Ludwig, 10 • Paul King, 10 • Meg Rogers, 10

June

Lemmons

Baskin

Gillin

Weber

Gallant

Reed

Manes

Shipley

Eight IDG journalists named among the most influential technology journalists in the U.S. by *MC*, the country's leading technology marketing magazine.

IDG Games Media Group publishes its seventh annual gaming industry white paper.

Oy Talentum Ab, IDG's Finnish licensee, finesses the Internet market with e-business magazine and one-stop online information management tool.

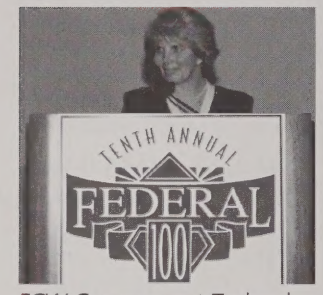
Making headlines

Shock waves ripple through the European Union when Commissioner Martin Bangemann, who has been responsible for telecommunications and IT policy, announces his plans to leave his post to join one of the very companies whose activity he was charged with regulating, Spanish telecommunication carrier Telefónica.

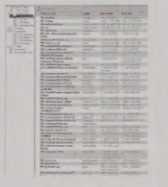
"With more IT companies focused on selling products regionally and globally, a multi-country brand analysis is an important tool for clients and reinforces IDG's international strength."

– IDG Global Solutions President Jeff Meers, on the PCW Brand Awareness Survey

Don't touch that link. JavaWorld launches "Streaming JavaWorld," an Internet streaming-audio news and talk show for Java developers and project managers.



FCW Government Technology Group President & CEO **Edith Holmes** addresses the audience at the 10th annual Fed 100 Awards. The awards honor 100 individuals in the U.S. federal IT arena for their contributions to improving government through IT.



From **Bonnie Aarons** to **John Zyskowski** and every IDG employee in between, the upgraded IDG Directory goes online. Available on Notes or the Web via IDG Central, the directory also lists IDG business units and publications worldwide.

Held in Barcelona, the first IDG Recruitment Meeting draws 37 people from 12 business units to share best practices for boosting recruitment ad sales. Meanwhile, attendees of the fifth European Online Meeting discussed ways to help IDG sites win their local market.

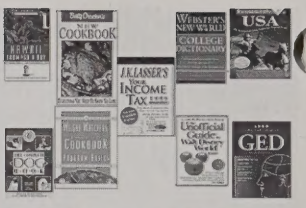
IDG publications sweep the American Society of Business Press Editors' awards, taking home 17 national prizes, including "Magazine of the Year" honors for CIO and "Best Overall Computing Magazine" for PC World. Other winners include Federal Computer Week, Computerworld and Network World.

Making headlines

Hewlett-Packard Co. goes outside the company for new leadership, and makes former Lucent executive Carly Fiorina not only CEO and president but also arguably the highest-ranking woman in the IT industry.

MasterCard, Federal Express and the National Weather Service were among the 11th annual Computerworld Smithsonian Award winners in Washington, D.C. The awards were established by IDG Chairman **Pat McGovern** to honor and document the ongoing IT revolution.

IDG holds its first Publishing Institute in China, attracting 24 participants from China ComputerWorld Publishing, *China Internetworld*, *Telecomworld*, *China Computer Reseller* and many others. Various IDG executives participated as presenters including IDG Chairman Pat McGovern, President & CEO Kelly Conlin, IDG Australia's Don Kennedy



IDG Books plans to buy a portfolio of brands from Macmillan General Reference Group of Pearson Education. Valued at $83 million and encompassing more than 3,000 titles, the deal includes such well-known titles as Betty Crocker Cookbooks, Webster's new World Dictionaries and Weight Watchers Dieting and Cookbooks.

IDG Boston employees raised more than $10,000 for the Boston AIDS Walk, while five West Coast employees participated in the California AIDS Ride, which raised $11.1 million in the battle against AIDS.

IDG Poland's fifth ComNet Warsaw sees a 10% jump in exhibitors.

10+ years

Kathy Dinneen, 26 • Terri Bergstrom, 23 • Debra Sobin, 21 • Robin Silverman Robison, 19 • Cynthia Delany, 19 • Matthew Smith, 19 • Marilena Gonçalves Maia, 19 • Patricia Keefe, 18 • Deborah Waters-Colacchio, 17 • Carol Miller, 15 • Richard Buroni, 15 • Ole Bolvig Hansen, 15 • Mitchell Betts, 15 • Don Best, 14 • Craig Stedman, 14 • James Falanga, 13 • Ken Hoyt, 13 • Cathy Abes, 13 • Martin Hingley, 13 • John Robison, 13 • Corinne Schmidt, 13 • Susan Egan, 13 • Cathy Abes, 13 • Vicki Brown, 12 • Gary Anthes, 12 • Linda Holbrook, 12 • Irmtrud Schaffer, 12 • Bob Brewin, 12 • Eileen Lobaugh, 12 • Faith Marcello, 12 • Frank Hahn, 12 • Rebecca Liss, 11 • Julie Gilbert, 11 • Karen Tzschentke, 11 • José Martinez, 11 • Lawrence Manuel, 11 • Terry Barnes, 11 • Debra Brown, 11 • Lois Leuthner, 11 • Catherine Thacker, 11 • Andrew Sambrook, 11 • Michelle Wong, 11 • Lawrence Manuel, 11 • Nancy Robinson, 10 • Janet King, 10 • Bob Peterson, 10 • Whitney Wu, 10 • Francisco Sanchez, 10 • Maryfran Johnson, 10 • Robin Robinson, 10

Desktop/Network Support Specialist (IDC) Reporting to the Information Systems Manager, this position provides complete first- and second-level support for desktop applications and the network for more than 400 U.S. users. The candidate will configure and deploy all desktop software and hardware and work closely with senior systems engineers to maintain system and network administration. The candidate will also be involved in state-of-the-art desktop management systems, including Novell's Z.E.N. Works, and ManageWise suites. The Desktop/Network Support Specialist will support Windows 95/NT/2000, Novell NetWare 5.0, Microsoft Office 97, Lotus Notes, laptops and state-of-the-art switched networking. Requirements include three or more years of experience supporting and configuring PC hardware, software, and networking, strong troubleshooting skills and thorough understanding of MS Office, Windows 95, and PC hardware. Must enjoy working with people and learning new technologies. *Location: Framingham MA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Program Director, Knowledge Management (IDC) IDC's Collaborative Applications Group is looking for a senior level person to champion its Knowledge Management research practice and lead the research direction and public presence for this program. Responsibilities include: setting research direction; development and management of user surveys; market forecasting and written analysis; regular delivery of written research; execution of industry consulting projects; responding to inquiries from the press; speaking at industry events; and growing IDC's business in the Knowledge Management market area. Excellent communication skills, data analysis/business development skills are required. MBA or 5 years industry experience preferred. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Research Analyst, Asset Management - UNIX (IDC) Ideal candidate will be able to predict future value of investments in technology assets, especially investments in Unix servers and Enterprise Storage Systems, and articulate to our clients the rationale behind the numbers. Research analysts are responsible for independently forecasting the residual value of a variety of server and storage products and publishing current fair market values for these same products. Frequent contact with clients, leasing companies and re-marketers of computer equipment via phone is a critical part of the job. In addition, senior research analysts are responsible for writing comprehensive research reports and periodic news flashes. This position requires a good understanding of financial concepts and technology, as well as excellent communication and project management skills. Knowledge of the technology leasing business is a plus. Bachelor's degree in economics, finance or computer sciences is desired together with advanced spreadsheet modeling skills. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Analyst, Asset Management, PC Server Market (IDC) The ideal candidate will be able to predict the future value of investments in technology assets, especially investments in PCs and the PC Server Market, and articulate to our clients the rationale behind the numbers. Analysts are responsible for independently forecasting the residual value of a variety of server and storage products and publishing current fair market values for these products. Frequent contact with clients, leasing companies and re-marketers of computer equipment via phone is a critical part of the job. In addition, senior research analysts are responsible for writing comprehensive research reports and periodic news flashes. This position requires a good understanding of financial concepts and technology, as well as excellent communication and project management skills. Knowledge of the technology leasing business is a plus. Bachelor Degree desired together with advanced spreadsheet modeling skills. *Location: Framingham MA*
Contact: E. Storch, Fax: 508-935-4432, Phone: 508-935-4649, Email: idc_jobs@idc.com

Research Analyst, Document & Content Technologies (IDC) IDC's Collaborative Applications Group is looking for a Senior Analyst in the Document and Content Technologies Program. Responsibilities will include conducting primary and secondary research, writing research deliverables, supporting and managing custom consulting projects, responding to client inquiries, and managing the program P&L. Ideally, the candidate for this position will have experience in market research and in the IT industry. Strong writing, analytical and quantitative skills are essential, with strong experience in Microsoft Office applications. Excellent customer relations, business development and presentation skills are also required. *Location: Braintree MA; Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Senior Analyst/Research Manager, Applications & Info-Access (IDC) Applications and Information Access team is looking for an experienced professional to drive market research and consulting projects for the fast moving Applications Service Provider (ASP) and Customer Relationship Management (CRM) markets. Responsibilities include driving primary market research, analyzing data, writing research deliverables and servicing customer inquiries pertaining to these important IT industry areas. Strong experience in data analysis, written and verbal communication skills, public speaking, and project management desired. Experience in business development is a plus. *Location: Framingham MA*
Contact: A. Shluger, Fax: 508-935-4432, Phone: 508-935-4133, Email: idc_jobs@idc.com

Sales Manager, Japanese Major Accounts (IDC) Seeking a high level professional who will be responsible for managing IT market research sales and relationships at US headquartered locations and coordinating WW sales for selected top IDC Japanese vendor customers. Will also be responsible for monthly sales of syndicated market research to include renewing existing services as well as selling new annual services, other syndicated research, and custom consulting (working with dedicated consulting sales partner). Reports to Group VP of Major Accounts Sales and will require approximately 50% travel (including several trips to Japan), excellent presentation, account organization and account penetration skills. 5 - 8 years of successful executive level selling experience with complex goods or services to global technology vendors and prior experience selling to/ working with a Japanese technology company. Computer skills necessary. *Location: Mountain View CA*
Contact: A. Port, Fax: 508-935-4432, Phone: 508-935-4137, Email: idc_jobs@idc.com

Human Resources Project Manager (IDG) IDG Human Resources is looking for a Human Resources Manager to work on a variety of projects across all business units. In this role you will work closely with all of HR and be the focal point for many corporate projects and deliverables. Requires 5 -7 years' HR generalist experience with additional project management expertise. Key skills include: HRIS reporting and analysis capability, strong research and analytical skills, and the ability to define problems and put together creative solutions. *Location: Framingham MA*
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Copywriter (IDG/B) The Copywriter writes, edits, and proofs copy for tip sheets, book covers, catalogs, and other promotional projects and must ensure that the copy meets deadlines and is persuasive, accurate, and consistent with any series, brand, or imprint style guidelines. Requirements include ability to write clear, convincing copy about complicated subjects; ability to learn about new technologies quickly, which often involves plowing through lots of technical jargon; basic word-processing and Web skills; familiarity with technical subjects or some technical writing background is a plus; familiarity with desktop publishing software and the production process for printed materials would be useful; some previous publishing experience is a plus. B.A. required and at least 1 year (preferably 2 to 5) at a position or positions in which writing is major area of responsibility. Must be willing to take copy test and provide portfolio of writing samples. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Marketing Creative Directing Coordinator (IDG/B) The Coordinator works under the direction of the Marketing Creative Direction Manager to create and generate methods that effectively communicate both the status and the value of planned, current, and completed projects. Includes traffic management support; building systems to evaluate project prioritization; post mortem management; marketing our capabilities; and intra-and inter-departmental communications. The Coordinator also provides project management for selected advertising and promotional tools. This position requires at least 1 year of experience in marketing, advertising, creative services, and an individual who is detail-oriented, able to create/ maintain systems, has strong word processing skills, familiarity with spreadsheet and project tracking functions and general aptitude with computers required, demonstrated communication skills, including writing and proofing, project management skills, the ability to prioritize multiple tasks and meet deadlines in a fast-paced environment, and has interest in integrated marketing strategies, strong visual sense and good ear for all types of copy. Ideal candidate will have knowledge of design, print production, and a grasp of the capabilities of Quark, Photoshop and Illustrator. College degree required, preferably in marketing, advertising, or related field. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197,Email: cajobs@idgbooks.com

Marketing Creative Direction Manager (IDG/B) The Manager will be responsible for managing high-level promotions projects, as well as supervising the details, schedules and projects of the promotions team. Responsible for traffic management to team and evaluation of effective project management, including project status and post-mortem analyses, in addition to training staff on IDGB's brands, products, and procedures. Manages 6 employees (1 coordinator; 3 product promotion specialists; 2 channel promotion specialists). Requires: min. 4 years' experience in marketing, advertising, or creative services; knowledge of integrated marketing strategies, strong visual sense, good ear for all types of copy; excellent communication skills, strong writing and editing; ability to prioritize multiple tasks and meet deadlines in a fast-paced environment; project management experience with strong follow-through; experience managing 3 or more direct reports in a creative environment; strong knowledge of good design, print production, and good grasp of Quark, Photoshop and Illustrator; and experience producing creative materials in other media desired. College degree, preferably in marketing, advertising, or related field. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Marketing Creative Direction Specialist - Domestic Channels (IDG/B) The Specialist manages the process of art design and copy, from inception to production, of all POP, advertising, and other promotional tools specifically designed to support sales of IDG products into domestic channels. Position requires a min. of 3 years' experience in marketing, merchandising, promotions, advertising, or creative services; knowledge of channel marketing/merchandising, integrated marketing strategies, strong visual sense, good ear for all types of copy; excellent communication skills, strong writing and editing, ability to prioritize multiple tasks and meet deadlines in a fast-paced environment; project management experience, strong follow-through; high level of organization, professionalism, and self-direction; and vendor management and negotiation skills. Ideal candidate will have strong knowledge of good design, print production, and good grasp of the capabilities of Quark, Photoshop and Illustrator. College degree required, preferably in marketing.
Location: Boston MA
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Packaging Cover Coordinator (IDG/B) The Packaging Cover Coordinator is assigned to specific brands and series and is responsible for individual titles from start to finish, including gathering materials for copy, coordinating photography/illustrations/other graphic elements, managing timelines and traffic, obtaining all approvals, and maintaining all records. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Marketing Design Manager (IDG/B) The Marketing Design Manager manages 4-5 staff designers in the Marketing Design Group to design and execute high-impact, accurate, and timely original artwork to fulfill a variety of promotional strategies. This includes producing promotional materials for calendar, channel, category, and product driven promotions, branded campaigns, Account Managers' selling tools (including all catalogs), and corporate image materials. In addition to strong hands-on design work (layout and illustration using Photoshop, Quark, Illustrator, Freehand) and grounded experience in print, digital, and a variety of POP media, the Design Manager contributes management-level expertise in establishing marketing style guidelines and design processes, and in building and training a creative in-house team. Position requires: Bachelor's degree in graphic arts/design, fine arts, advertising or marketing and min. 4 years' experience in design, production and printing; min. 3 years' experience designing marketing collateral, with strong knowledge of integrated marketing strategies; Mac proficient in Quark, Illustrator, and Photoshop; print production experience with traditional and electronic pre-press and printing processes; experience managing design teams and developing brands and visual style guides; highly creative, conceptual thinker, good communicator, able to manage multiple projects and meet deadlines in a fast-paced environment. Ideal candidate will contribute an offbeat sense of style and "outside-the-box" approach to the creative process. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Marketing Production Specialist (IDG/B) The Marketing Production Specialist manages research and manufacturing of temporary and permanent POP displays, boxed book sets, pallet promotions, tchotchkes and other structural promotional tools that support marketing and sales of IDG products into all channels. The successful candidate will have knowledge of flexography, digital and offset printing processes; knowledge of corrugation, structural wire and other substrates; basic knowledge of MS Word, Excel, and File Maker Pro programs and the capabilities of Quark, PhotoShop, and Illustrator; experience in selecting vendors and managing vendor relationship; experience negotiating with vendors; strong communication skills for managing information flow between promotions specialists and vendors; ability to prioritize multiple tasks and meet deadlines in a fast-paced environment. Proven ability to creatively engineer structural promotional items so they are easy to assemble, easy to manufacture, and meet required specifications. 2-3 years' direct experience in production of point-of-purchase displays and as a buyer or merchandiser. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Packaging Digital Artist/Illustrator (IDG/B) The Packaging Digital Artist develops in-house cover designs for packaging and creates simple illustrations/bursts/design elements. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Packaging Production Designer (IDG/B) The Packaging Production Designer creates and revises live cover files, conducts stock catalog photo searches and occasional cover illustration creation for live cover files, and posts/archives finished covers.
Location: Foster City CA
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Product Marketing Coordinator (IDG/B) The Product Marketing Coordinator will work with the Product Marketing Group (tech only) to provide assistance for calendar and product driven promotions, including all new product launches, retail holidays, and IDG created events in conjunction with Manager and Product Marketing Managers. Experience in marketing, advertising, creative services, or sales preferred. College degree required, preferably in marketing, advertising, or related field. Excellent communication skills, strong writing and editing, ability to prioritize and meet deadlines in a fast-paced environment are also required. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Senior Packaging Manager (IDG/B) The primary responsibility of the Sr. Packaging Manager is to manage the strategic direction and design for all cover and packaging initiatives for IDG Books Worldwide book publishing programs. This is a senior management-level position requiring regular travel to New York and a proven, successful track record in: human resource management and training; process creation and communication; project management; budget management; cross-departmental functioning and organization; strategic design solutions; and knowledge of design and print production. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Senior Publicist, Tech Publishing Division (IDG/B) The Sr. Tech Publicist is responsible for creating and implementing PR campaigns for tech books to maximize media visibility of titles, series, and authors, mentoring the Associate Publicists to help them develop their pitching and written communications skills (pitch letters, press releases), assisting the Tech PR Manager with the management of all tech media events, attending trade shows and tech conferences to seek publicity opportunities for books and authors, and fostering relationships with the press. Requirements include hands-on knowledge of tech industry; established media contacts; computer literate and internet savvy; comfortable with learning and discussing new technologies; excellent oral and written communications skills; and 2-5 years' of book publishing experience and/or technology PR experience. *Location: Foster City CA*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Consumer Special Sales Manager (IDG/B) Candidate needs to be an aggressive, self-motivated producer with a "can do" attitude and a strong track record of success. This individual is instrumental in developing, managing and growing strategic relationships, including: "official press/publisher" relationships, strategic accounts, custom publishing, book bundles and other consumer titles. This position's success is based solely on performance, thus meeting and exceeding all revenue plans while maintaining the established gross margin requirements. Managing and working along side other sales reps is also a part of this position. The successful candidate must have at least 5 years of sales experience, with a focus on strategic accounts; experience in the publishing industry is critical (books and/or software); knowledge of Consumer/Trade Special Sales and custom publishing; proven Major Account experience; and strong leadership skills. BS degree required, entrepreneurial and organizational skills crucial. *Location: Chicago IL; New York NY*
Contact: HR - Books/FC, Fax: 650-653-7513, Phone: 650-653-7197, Email: cajobs@idgbooks.com

Senior Editor (IFW) InfoWorld is seeking a Senior Editor to create and manage newsletters and related editorial products based on reader interest, commercial feasibility, and trend analysis. This person will determine the number of newsletters we produce and their mix of topics and will monitor their performance. In addition to newsletter compilation and development, the editor will determine the need for unique newsletter content and commentary. The candidate should have five years of technology editing experience. On-line publishing experience is necessary, and newsletter experience is a plus. Candidates should be creative self-starters, with developmental skills and a keen eye for present and future trends. *Location: San Mateo CA*
Contact: K. McLucas, Fax: 650-312-0668, Phone: 650-312-7533, Email: resumes@infoworld.com

Account Executive (IFW) InfoWorld's East Coast Account Manager will partner with the national sales director of IFW's Smart Solutions group. General duties include prospecting and increasing sales of custom publishing & other integrated sales packages. Must have thorough understanding of/experience in publishing. Creative and big picture perspective ideal. Requires 5 years min. experience in publishing and advertising sales. *Location: East Coast*
Contact: J. Nightingale, Fax: 650-312-0668, Phone: 650-312-0532, Email: resumes@infoworld.com

Web Developer (IFW) The Web Developer is the programmer for .com-related applications. S/he is responsible for the overall planning and operations of the company's main web sites. S/he must be fluent in all core technologies used in web development and operations, and must have a keen eye for business possibilities that grow from new technologies. S/he must be creative in implementing new ideas and work well with business development, sales, editorial and other internal departments, as well as outside vendors. Duties include; Software development, Operational support, and Technical analysis. Required Skills: Visual Basic for Applications, Java, HTML / CSS / DHTML, Perl, SQL / Oracle, and Unix. Preferred Skills: System administration, XML, Dynabase, Story Server or other XML-based content management server experience and Publishing industry experience. Required Education/Experience: 2-3 years practical experience working on a large site, 1-2 programming experience, and Four-year college degree, preferably in computer science or engineering. *Location: San Mateo CA*
Contact: L. Wonnacott, Fax: 650-312-0668, Phone: 650-312-0473, Email: resumes@infoworld.com

Office Assistant (Mac Pub) Mac Publishing currently seeks a highly energetic, service-oriented Office Assistant. Responsibilities will include sorting and delivering USPS, UPS, FedEx, and interoffice mail according to department schedule; effectively using all shipping equipment, such as the postal meter, UPS meter and FedEx Powership systems, shipping and receiving; set-up and maintenance of conference rooms; and providing reception back-up. The ideal candidate must be extremely organized and detail-oriented, is able to juggle multiple tasks, has strong interpersonal and communication skills, and able to lift 50 lbs. A high school diploma and a minimum of 2 years business experience in an office environment is required. *Location: San Francisco CA*
Contact: E. Lilly, Phone: 415-243-3677, Email: elizabeth_lilly@macworld.com

Receptionist (Mac Pub) Mac Publishing currently seeks a highly energetic, service-oriented individual for the receptionist desk. Responsibilities will include meeting, greeting and directing all visitors, answering all calls on the main telephone line; processing incoming and outgoing faxes; coordinating and handling courier package deliveries and pickups; maintaining and updating the company's telephone directory and database; and providing general administrative support for the staff. The ideal candidate must have strong interpersonal skills, is extremely professional, organized, punctual, and have excellent verbal and written communication skills. This position requires solid MS Office skills along with a minimum of 2 years receptionist or business related work experience in an office environment. *Location: San Francisco CA*
Contact: E. Lilly, Fax: Phone: 415-243-3677, Email: elizabeth_lilly@macworld.com

Account Manager (PCW) This Account Manager will be responsible for pcworld.com ad sales in the mid-Atlantic and southeast regions. He/she will also work closely with PC World print sales reps in developing and selling on-line ad business. Requirements include at least 1 year of ad sales experience and top-notch communication, negotiation and presentation skills. *Location: New Jersey*
Contact: T. Karakitsios, Fax: 201-712-9786, Phone: 201-587-7333, Email: thalia_karakitsios@pcworld.com

Account Representative (PCW) This PCW Account Representative will prospect, coordinate with Eastern Advertising Sales Team and sell new business into PC World's display, mail order and on-line properties. In addition, the candidate will be responsible for supplying all appropriate paperwork related to such sales, within assigned deadlines. The ideal candidate will be a self-starter, have strong written and verbal communications skills and have an eye for detail. This position is predominately telephone sales with limited travel. *Location: Paramus NJ*
Contact: W. Silverman, Fax: 201-712-9786, Phone: 201-587-7318, Email: wayne_silverman@pcworld.com

Assistant Art Director (PCW) The Assistant Art Director is responsible for general project and staff management duties within PC World's Art Department, including art direction and design of special reports and features. He/she will have shared responsibility for contributor and vendor budgets, as well as schedules, color separations and archiving. Under the general direction of the AD, he/she will work as an individual contributor on design and layout assignments, and will be expected to develop new and creative visual solutions consistent with the graphic identity of the magazine. Candidates should have at least 3 years experience in magazine design (or related), strong graphic design, visual conceptualization, layout, packaging and problem-solving skills, and high-level Mac-platform desktop publishing software experience. *Location: San Francisco CA*
Contact: R. Kanes, Fax: 415-442-1891, Phone: 415-978-3333, Email: robert_kanes@pcworld.com

July

"Cool Companies, Hot Products," an innovative ad supplement in *InfoWorld* and *CIO*, offers start-up companies valuable exposure and gives the publications access to a new generation of customers.

IDG's Web publications number 250 worldwide, making it the largest global online network serving technology buyers.

IDG inks an online-only license with Sivan Computer Training & Systems Co., an Israeli computer training firm, for use of PC World, Computerworld, Network World and IDG News Service content. Sivan General Manager ***Elan Penn*** *(second from right) visited IDG's licensing staff and the News Service in Boston Joining him are (L-R): IDG News Service Executive Editor* ***Elizabeth Heichler****, Licensing Administrator and Support Coordinator* ***Jean Gasbarro*** *and VP/Licensing* ***Tim Clarke.***

IDG Books Special Markets group churns out custom printing projects, among them *Buying an Inkjet Printer For Dummies*, a new booklet published by IDG Books in conjunction with Epson America Inc.

Apple's launch of the iBook laptop made for an iMpressive Macworld Expo/New York. Attendee and exhibitor numbers were up 35% from the previous year. Above, ***Colin Crawford****, president and CEO of Mac Publishing L.L.C., shows off the capabilities of Apple's new, wireless iBook. On screen is one of Mac Publishing's Web sites, MacCentral.com, with a story on the iBook announcement, made only minutes before during Apple CEO Steve Jobs' keynote.*

10+ years

Christine Hiehler, 22 • Barbara Howell, 21 • Seppi Heber, 16 • Sherry Driscoll-Coleman, 15 • Dan Sommer, 14 • Egon Margraf, 14 • Steve Ireland, 14 • Karin Quack, 13 • Helmut Sedlmeier, 13 • Ralph Finos, 13 • Wally Clegg, 13 • Karin Reitberger, 12 • Giulio Ferrari, 12 · Kathleen Demko, 12 • Kevin Burden, 12 • Madeleine Buckingham, 12 • Mária Mártek, 11 • Caroline Craig, 11 • Harald Brechtl, 11 • Abbie Lundberg, 11 • Judy Callahan, 11 • Lyn See, 11 • Martha Katt, 11 • Alan Nelson, 11 • Tammy O'Sullivan, 11 • Sonja Wunsch, 10 • Jan-Bernd Meyer, 10 • Jans-Albrecht Simon, 10 • Tracey Capen, 10 • Carol Benioff, 10

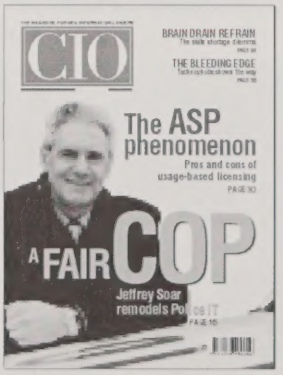
Making headlines

India's software industry, long considered a sleeping giant, wakes up to where the action is in 1999: the U.S. stock markets. Indian companies begin lining up to make initial public offerings not on the Bombay Stock Exchange, but on Nasdaq.

PC World Malta announces the launch of its Y2K Resource Center, a source of worldwide Y2K-related news and help, at a press conference that garners major coverage on TV and national newspapers.

The Industry Standard's first 'net Summit draws 450 of the Internet's most senior executives to explore the Web's most pressing issues. Above, *IS* publisher **John Battelle** kicks off a charity auction for Schools Online.

Computerworld Bulgaria's supplement highlighting the top 100 IT companies in Bulgaria, the first of its kind in the local market, is the company's most profitable supplement ever.



CIO New Zealand, IDG's seventh title in the CIO product line, debuts with "exceptional" advertiser response.

"Successful Internet companies will understand that their success will be based on superior marketing and customer service and not simply on technology."

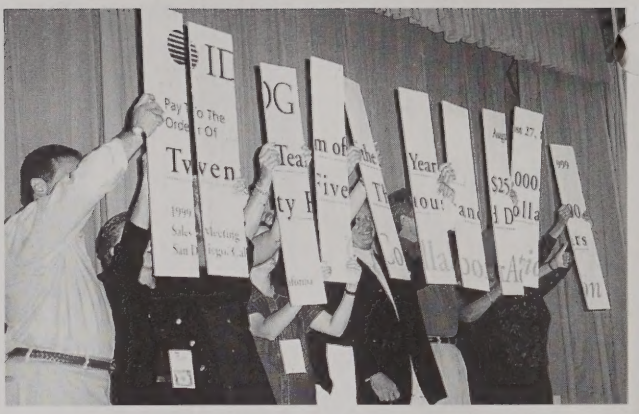
– IDG Chairman Pat McGovern

"I was really happy to see IDG publish a Linux For Dummies. That's when you know you've arrived."
– Linus Torvalds, Linux developer

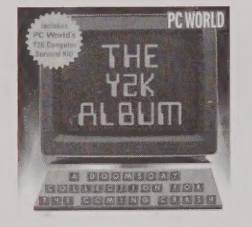
August

Demonstrating the highly respected editorial content of its publications,IDG receives top rankings in the sixth annual IntelliQuest Computer Industry Media Survey Business Influencer Study. The readership of IDG's publications grew by an average of more than 20 percent in this study, while the growth rate for CMP's publications was 8 percent and Ziff-Davis' growth rate was 7 percent.

Make room on the shelf. IDG Chairman **John Kilcullen** is awarded Ernst & Young's annual Entrepreneur of the Year (Northern California) in Retail/Wholesale Distribution.

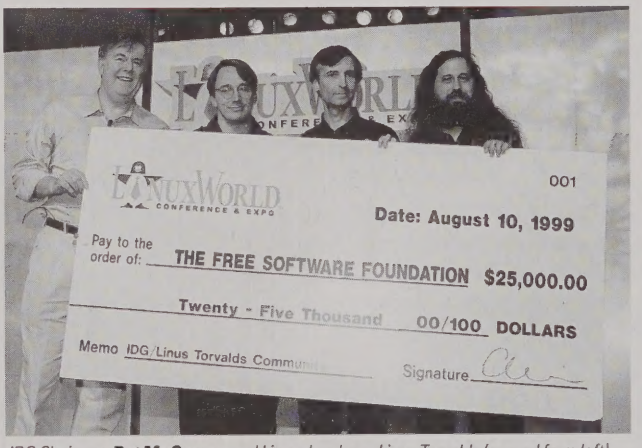


"Collaboraction" is the name. More than 220 IDG salespeople from across the U.S. gather in Coronado, Calif., to explore ways to work together to solve their customers' problems. Above, sales reps from four publications show off their reward for collaborating on the Citrix account.



Whistle while you work. *PC World* collaborates with Decca Records on *The Y2K Album* of classical music for the millennium.

A 12-page bulletin, *Wireless Number Portability: Is It a Real Possibility?* Became the IDC Publishing Services and Technologies' 20,000th published document.

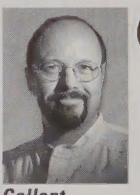


*IDG Chairman **Pat McGovern** and Linux developer Linux Torvalds (second from left), co-sponsonrs of an award that honors organizations that actively support the Linux community, present a check to The Free Software Foundation during the year's second LinuxWorld Conference and Expo. The event offered double the floor space of the first, making it the largest Linux-only event and the fastest growing IT trade show. More than 14,000 attendees and 168 exhibiting companies converged at the San Jose (Calif.) Convention Center.*

Making headlines

After the catastrophic August 17 earthquake in Turkey, the Internet proves to be a helpful resource. Organizations such as the International Red Cross use the 'Net to coordinate donations, share information updates, and help reunite separated families.

Thibeault



Gallant

Evilee Thibeault is named president and publisher of Network World, Inc. and **John Gallant** is appointed executive vice president/editorial director.

Under the direction of **Marianne Tubaas**, IDG Norway adds IDG Kompetanse ("IDG Competence"), an in-house IT training center, to its stable of publications and expos.

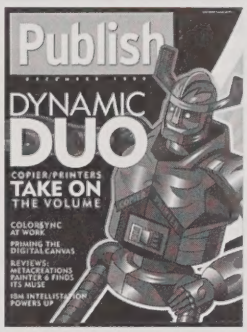
10+ years

Eileen O'Brien, 28 • Shirley Day-Kohn, 26 • Karl Heinz-Zimmerman, 21 • Zvonimir Lepusa, 21 • Renate Kretz, 20 • Eduardo Ostan , 17 • Saiman Hui, 17 • Averie Rosemark, 17 • Carolyn Medeiros, 16 • Francine Benedict, 16 • Ernie Chamberlain, 16 • Mary Fanning, 16 • Bengt Marnfeldt, 16 • Ann-Charlotte Berg, 16 • Georg Sing, 16 • Judy Sutter, 15 • Susan Miller, 14 • Hans Weber, 14 • David Hill, 13 • Judd Aschenbrand, 13 • Jens Jørgen Krag Hansen, 13 • Scott Lum-Duenas, 13 • Debra Brown, 13 • Chris Cuoco, 13 • Anita Trembley, 12 • Madeleine Buckingham, 12 • Luis Camus, 12 • Kevin Greene, 12 • Debra Goldfard-Norton, 12 • Sandra Kupiec, 12 • Molly Leung, 12 • Yoshimoto Matsuura, 12 • Kimberly Schuberthan, 12 • Philippa Grattan, 11 • Megan Santosus, 11 • Ellen Sanderson, 11 • Phyllis Borden, 11 • Esther Van Dijk, 11 • Nancy Sheehan, 11 • Michael Malone, 11 • Tammy O'Sullivan, 11 • Marlene Tobias, 11 • Kelly Conlin, 10 • Eric Cormier, 10 • Magnus Wallen, 10 • Heinrich Vaske, 10 • Claire Scanlan, 10 • Liesbeth Ruoff-van Welzen, 10 • Josef Gruber, 10 • Gabriele Lange, 10 • Michael Klein, 10 • Brad Christenson, 10 • Tracey Capen, 10

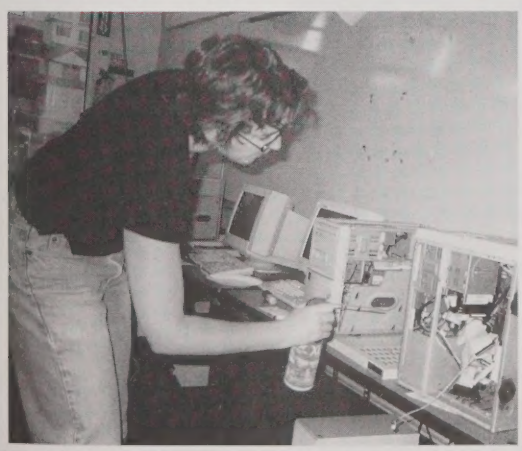
*IDG Network Technology Specialist **Bob Gleason**, HRIS Administrator **Debi Temple** (center) and IDG Financial Analyst **Cindy Reed** earn STAR Awards for exceptional performance.*

At *GamePro*'s tenth birthday party in San Francisco, IDG Games Media Group President and CEO and *GamePro* Publisher **John Rousseau** (right) enjoys a laugh with *GamePro* founder Pat Ferrell. Launched with a staff of four, the *GamePro* staff now numbers 40 and another 20 produce www.gameproworld.com.

PC World announces that its circulation rate base will rise to 1.25 million, surpassing that of rival *PC Magazine* and making *PCW* the world's largest computer



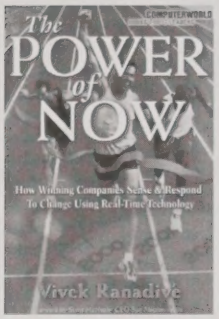
IDG forms joint venture with *Desktop Publishing Journal*, contributing its brands and international publishing rights for *Publish* along with its Web sites, Publish.com and PublishRGB.



PC World Senior Editor **Karen Silver** in action at San Francisco's Wallenberg High School. *PC World* staff members volunteer to unpack and configure new computers and upgrade existing PCs. It was the first step in a new partnership with the school.

September

The Top 10x10. *The Industry Standard* compiles the inaugural "Standard 100" of the most influential Internet firms in its largest issue to date.



Computerworld, Inc. teams with Computing McGraw-Hill to launch a series of books under the Computerworld Books for IT Leaders brand.

The European IT Forum 1999
Europe 2000: Navigating the New Economy in the World's Largest Single Market
12-14 September 1999, Le Méridien Montparnasse, Paris
IDC
IDC

*The ninth European IT Forum lives up to its reputation of providing the latest and greatest insights from high-level industry executives and senior IDC analysts. Close to 1,000 IT managers attend as IDC senior vice presidents **John Gantz** (left) and **Frank Gens** (right) interview Compaq's Michael Capellas and Dell's Michael Dell.*

IDG News Service further strengthens its global coverage by adding its 14th bureau—Stockholm—and welcoming a full-time correspondent to the Washington, D.C., bureau.

IDG sells its consumer publising division in Macclesfield, England, to Paragon Publishing Limited.

"We have relentlessly focused on editorial quality, on reporting the Internet Economy story as a business phenomenon, and on presenting our products in a manner consistent with the needs of our audience."

– John Battelle, president & CEO, Internet Industry Publishing

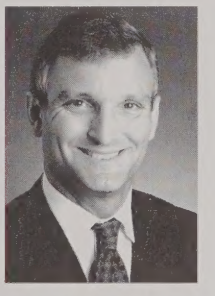
10+ years

Norma Hormann, 25 • Ingrid Schmid, 23 • Helge Biesel, 21 • Maria del Carmen Doehler, 19 • Karin Giffhorn, 18 • Karl Koessel, 16 • John Gallant, 16 • Cheryl Crivello, 15 • Herb Linden, 15 • Siegfried Reich, 15 • Anton Paunert, 15 • Ingrid Holzbauer, 15 • Juan Marquez, 15 • Michael McCarthy, 15 • Hans Peter Nitzsche, 14 • Heiderose Witte, 14 • Gebhard Osterwalder, 14 • Frank Cutitta, 14 • Jens Jørgen Krag Hansen, 13 • Gail Franks, 13 • Michael O'Neil, 13 • Janet Glynn, 13 • Angele Boyd-Myers, 13 • Marianne Nichols, 13 • Cheryl Podda, 13 • Gary Beach, 12 • Andriana Amedei, 12 • Laurel Peddie, 12 • Mark Facchin, 12 • Lars Østermann, 11 • Annike Rystrom, 11 • Hermann Gfaller, 11 • Ágnes Radnóti, 11 • Hilary Kushinsky, 11 • Irmgard Meyer, 10 • Viola Farkas, 10 • Éva Szegvári, 10 • Deidre Hatch, 10 • Debra Bernardi, 10 • Susanne Seidelhuber, 10 • Tina Ölschlager, 10 • John St. Martin, 10 • Christophe Witte, 10

"ITworld.com does not have any specific responsibilities for the content, sales, production, technology and business development of the business unit Web sites. Each business unit remains in control of all of these elements."

– Bill Reinstein, president and CEO of ITworld.com

*IDC's first international subsidiary, IDC U.K., celebrates its 30th anniversary with a gala dinner for 120 guests in London. IDG Chairman **Pat McGovern** (right) attended and presented Managing Director **Keith Henry** with a plaque to mark the milestone.*



Peter Horan named senior vice president and publisher at Computerworld,Inc.

European Publishing Institute sets up shop in Madrid. Twenty participants from 10 countries expand their understanding of IDG's publishing and research activities and network across business units.

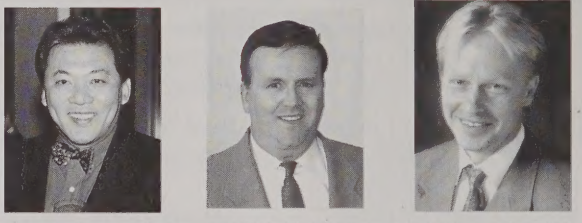
Everything that defined the early days of e-commerce will be changing dramatically in the next 24-month period dubbed Internet Economy 2.0, say IDC analysts and guest speakers at the second Internet Executive Forum. Twenty-one sponsors and partners sign on to support the highly interactive event.

*Net Returns 2000, the second in The Industry Standard's series of conferences to examine the Internet business challenges, draws 550 high-level Internet business strategists to Aspen, Colo. Industry Standard staff members at the event include: front row (L-R): **Frank Rose**, **Robert Jones**, **Gerry Kiernan**, **Kerry Zeida**, **Sacha Lien**. Back row: **Greg Liccardi**, **Liz Kafka**, **Cheryl Lucanegro** and **Marsha Bowers**.*

Following the recommendations of the WebIDG task force, IDG's Internet strategy opens three portals – ITWorld.com for enterprise computing, PCWorld.com for business computing and GameProWorld.com for gaming enthusiasts.

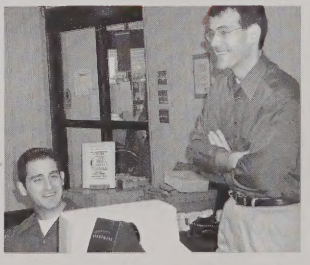
Making headlines

"No 'Net Taxes!" is the rallying cry as U.S. lawmakers say they plan to introduce a bill calling for a permanent moratorium on Internet tariffs. They hope the U.S. will work with other nations to make the ban worldwide.



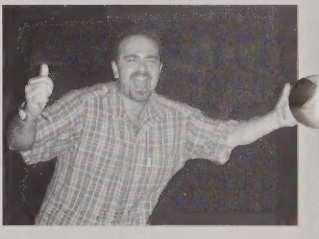
*Top award winners at the annual IDG Worldwide Managers Meeting are (L-R) IDG Singapore Managing Director **John Tan** (Chairman's Cup for Overall Management Excellence), IDG Games Media Group President **John Rousseau** (Entrepreneur of the Year) and Talentum Oyj Publishing Director **Ilkka Seppälä** (Partner of the Year).*

Held in the Canary Islands, IDG's annual Worldwide Managers Meeting stresses "eIDG." "By 2020, we intend for more than 70% of IDG's worldwide revenue to derive from Internet-based services," said IDG Chairman **Pat McGovern**.

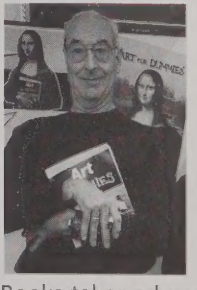


*Macworld Editor/Products **Jeff Pittelkau** (left) and Editor-in-Chief **Andy Gore** deliver the keynote address at the Mac Computer Expo, the largest annual Macintosh computing event sponsored by California's North Coast Mac User Group.*

Spun out less than a year ago, the recruitment site JobUniverse.com wins Ireland's Golden Spider Award for Best International Site.



IDG Australia Analyst **Gianco Melcarne** creates a Lotus Notes-based knowledge management system, the Analyst Encyclopedia, that helps scores of IDC analysts in the Asia/Pacific region share information.



IDG Books takes advantage of its first appearance at the 21st annual New York Is Book Country street-fair-cum-trade-show to launch *Art For Dummies* and host a book signing with author Thomas Hoving.

October

*IDG Chairman **Pat McGovern** (front left) applauds as China's Premier Zhu Rongji addresses the crowd at the opening of China Hi-Tech Fair/ComNet Shenzhen '99, China's largest international IT show to date. IDG World Expo (Asia) co-organized the event, which drew more than 400,000 attendees and 250 exhibitors.*

Shan

Phillips

Jachtmann

IDC convenes 130 employees from 15 countries for its first worldwide sales conference. **Terrance Shan** (IDC Hong Kong), **Steve Phillips** (IDC U.S.) and **Claudia Jachtmann** (IDC U.K.) are among the sales representatives honored for outstanding performance.

Making headlines

Under the new, open Internet administration regime, new domain name registrars rush in to compete with former monopoly player Network Solutions Inc. By late October, 88 new registrars have been approved by ICANN (Internet Corp. for Assigned Names and Numbers).

Stephen

IDC garners high marks from 70 client attendees of its eight annual Global Research Advisory Council; attendees name **Bruce Stephen** Analyst of the Year.

IDG collects more editorial and design awards at the annual Folio: Show than any other IT publisher, and members of the *PC World* editorial team flash smiles to prove it. *PCW*, *Federal Computer Week* and *InfoWorld* won editorial awards, while *CIO*, *CIO Web Business*, *CIO Enterprise*, *Network World* and *Computerworld* earned recognition for design excellence.

IDG World Expo (Asia) Singapore, is appointed the retainer event manager for Microsoft Singapore Pte. Ltd. and will manage more than 35 seminars a year for the company.

According to a show survey, the 12,000 attendees of Internet Commerce Expo in San Francisco will each spend $1.4 million on e-commerce products and services and more than 30% of their budget on tools seen at ICE. The show is now in its fourth year.

The Webby Awards launches an IPO — Initial Pumpkin Offering — a pumpkin carving contest to benefit a program that trains low-income workers for high-tech multimedia careers.

10+ years

Ann Clark, 25 • David Brown, 18 • Nilcimar Laino de Oliveira, 17 • Melvyn Bennett, 15 • Madeleine Spencer, 15 • Cathy Viox, 12 • Laurel Peddie, 12 • Noel McLaughlin, 11 • Luanne Kiley, 10 • Anne Nickinello, 10 • Martin Wallström, 10 • Marco Tennyson, 10 • Francisco Rodriguez, 10 • Gisela Nerke, 10 • Marcio Luiz Lopes, 10 • Ginny Pohlmann, 10 • Scott Tanner, 10 • Mario Toffoletti, 10

PC World logs its all-time average-issue audience record of 6.3 million readers, an increase of 721,000 in three years.

IDG Communications Singapore launches *CIO* targeting Southeast Asia's rapidly growing chief information officer community.

"Due to outstanding work by each member of IDC's worldwide team, every IDC region is rapidly growing its profits."

– Kirk Campbell, IDC president and CEO

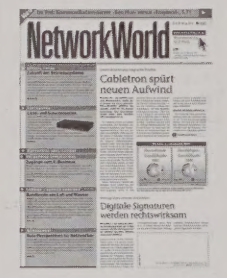
IDG Interactive GmbH in Munich launches TecChannel, a German-language site targeting PC specialists and IT professionals.

The first Storage Network World conference, organized by Computerworld's Enterprise Business Solutions group, plays to a sell-out crowd of 402 attendees in Seattle, 65% over the registered attendee plan and 100% over profit plan. As a result, Computerworld signs a long-term exclusive contract with the Storage Networking Industry Association for two conferences a year and white papers from CW's custom publishing team.

IDG Ventures announces the launch of Pacific Technology Ventures USA II, a $100-million venture capital fund investing in early-stage Internet and information technology start-up companies.

ITcareers service unit launched to coordinate and consolidate the recruitment ad sales, both print and online, for Computerworld, InfoWorld, Network World and CIO.

*IDC Latin America marks 10 years with client party in Miami and convenes staff for annual meeting and performance awards. Above, IDC Latin America Vice President **Eric Prothero** (left) and IDC President **Kirk Campbell** (right) congratulate Select-IDC Mexico General Manager **Ricardo Zermeno** (second from left) and Select-IDC Mexico Executive Director **Saul Cruz** on their office's two performance awards.*



Computerwoche Verlag transforms its *gateway* publication into *Network World Germany*, bringing the total of international *NW*s to 10.

The Webby Awards, previously a product of IDG Conference Management Group, is now a separate business unit headquartered in San Francisco.

IDG Sweden's *Personal Companion World* promises readers "everything you need to know about the mobile world." The promotional issue debuted in October in nine IDG Sweden publications; stand-alone launch is slated for February 2000.

Building a gateway to its IT publications, IDG France launches IDGWeb.net, a portal site offering qualified users free Internet access, e-mail, and a Web page.

Schooner Capital buys five training centers to become ExecuTrain's second largest franchisee and investor.

IDG and CNN join forces in a new joint advertising offering, the Volume Web Advertising Program, a "mini media plan" that offers aggressive pricing for high-volume, predefined advertising bundles.

*Among the European Online Meeting attendees: **Gillian Robertson**, Macworld U.K.; **Vicki Anderson**, Global Web Support Center; **Andrea Kovács**, IDG Hungary; **Ann Ridyard**, Macworld U.K.; **Fredrik Djavidi**, IDG Sweden. Held in Budapest, the sixth European Online Meeting featured success stories and great ideas for strengthening IDG's online products worldwide.*

Computerworld Schweiz negotiates deal with Swissair to distribute copies of the publication on all European flights during the month of October.

Thirty-four newly recruited sales reps from across the U.S. receive their basic training at IDC's second annual Boot Camp.

The East Coast U.S. Publishing Institute provides an overview of IDG and takes the 22 participants beyond the bounds of their own departments to demonstrate how all the facets of a publishing company coalesce.

November

IDG Romania staff members take a break following the successful conclusion of the fifth annual Romanian Computer Show, one the country's most important IT events. In addition to organizing the expo and conference under the theme "IT Meets Business," the company bestowed the fifth IDG Romania Excellence Awards for outstanding companies, products and individuals.

IDC organizes the fourth European IT Banking Forum in Milan, Italy for 450 banking executives. Hot topics include online banking, globalization, intra-borders and cross-borders mergers and acquisitions, and banking and financial services beyond the year 2000.

IDG teams with CNN in the launch of a weekly, half-hour consumer technology television program, CNNdotCOM.

Around the world in 24 hours. IDC's Project Magellan will track the impact of Y2K with real-time hourly updates, time zone by time zone through the first business day of 2000.

*IDG News Service News Editor (New York) **Marc Ferranti** (left) and Copy Editor (London) **Doug Gray** confer in the IDG News Service news room at Comdex in Las Vegas. Eighteen IDG News Service journalists filed 25 stories a day for use by IDG family of publications, while IDG journalists from around the globe used the newsroom to file their own stories.*

*IDG's German publishing groups celebrated their 25th year with a party for 1,000 customers and a two-day conference that drew 400 IT managers, CEOs and IT manufacturers to discuss factors behind effective cooperation. Above, Computerwoche CEO **Ralph Peter Rauchfuss** opens the conference.*

IDG unveils E-Business World (www.e-businessworld.com), a new global network of seven Web sites and newsletters providing e-business/e-commerce-related news, features, research, analysis and tutorials.

Making headlines

The U.S. federal judge hearing the Microsoft antitrust case delivers his findings of fact — and a heavy blow to Microsoft. Although a verdict in the case is still months away, the judge finds that Microsoft is indeed a monopoly, which raises the standard for acceptable — and legal — competitive behavior.

The staffs of IDG's U.S. weeklies and the IDG News Service went into overdrive covering the federal ruling that Microsoft is a monopoly, while the competition made little mention of the story in their Monday-morning print editions.

CIO India, published by Success Trak, in Bangalore, debuts with a controlled circulation of 5,000.

*IDC Canada marks 15th anniversary with reception for IT leaders. Vice President/Hardware Research **Maureen Mottonen** and Country Manager **Michael O'Neil** display the plaque given to them by IDG Chairman **Pat McGovern**.*

Partners for Equal Access, a program organized by Microsoft and seven of IDG's U.S. publications, raises $60,000 for the United Negro College Fund.

*Creative training sessions, increased communication between salespeople and analysts, and performance awards were among the highlights at IDC EMEA's sales meeting. **Steffan Engstrom** (left) of IDC Nordic (Sweden), shares a laugh with **Richard Mol** (center) and **Pim Bilderbeek** of European Datacommunications Research.*

10+ years

Ted Bloom, 32 • Laura Kunzmann, 21 • Jose Goncalves, 20 • Sheryl Merchant, 18 • Pat Murphy, 17 • Preben Engell, 17 • Miguel Hermosell, 17 • Helen Marnfeldt, 16 • Jill Stevens, 15 • Kirsten Rådberg, 15 • Lene Sekjaer, 15 • Jose Villacorta, 15 • Frank Cutitta, 14 • Jeff Edman, 14 • Isabel Campo, 14 • Fernando Rodriguez, 14 • Martin Taylor, 13 • Susan Middleton, 13 • Jose Luis Diaz, 13 • Sergio Saenz, 13 • Frank Genovese, 13 • Nikki Guerin-Manning, 12 • Marsha Bowers-Versen, 12 • Michelle Chase, 12 • Yolanda Gee, 12 • Allan Alter, 12 • Tony Membrino, 12 • Jeff Oterson, 12 • Zsuzsa Krammer, 12 • Karin Lorenz, 12 • Jayne Enos, 11 • Denise Perreault, 11 • Sally Reinfeld, 11 • Elizabeth Heichler, 11 • Claudio Ceriani, 11 • Harvey Diamond, 11 • Donna Fraser, 11 • John Rousseau, 11 • Sandy Wong, 10 • Marco Bertolotti, 10 • Maria Luisa Romiti, 10 • Bruno Agostini, 10 • Akos Bognar, 10 • Yuen Yeh, 10 • Fernando Rodriguez, Jr., 10 • Donna Cahill, 10

December

Staff at IDG offices around the globe take their places and prepare to cover the Y2K transition as the clock ticks down to the new century. Among the players:

• After two years of focused Y2K coverage, on Dec. 21 *Computerworld Danmark* begins a daily Y2K news service for Danish television, radio and the daily press. Information is sent by e-mail and fax and covers national and international developments.

• Beginning the last week of December, *Computerworld* (U.S.)'s Web site will feature continually updated editorial content for its "Y2K Watch" that includes stories and reports from more than 50 international *Computerworld* publications worldwide. (In 1984, *Computerworld* was the first publication to identify and describe the Y2K bug.)

• IDG's Year 2000 World (www.year2000world.com), a link from the IDG.net site, will include breaking coverage from Auckland, New Zealand, to provide the first Jan. 1 reports on Y2K issues to the IDG News Service. Numerous IDG journalists will be reporting from the Clear Communications, which is responsible for hosting the Auckland area's Emergency Management and Civil Defense information.

Thank you...

...to the many IDGers worldwide who have contributed story ideas, written columns, taken photos and helped us make *IDG World Update* possible.

The Editors

IDG Denmark's Y2K Task Force: (front row, l-r): ***Claus Thorhauge***, ***Birte Matsen***, ***Eva Sandner***, ***Lene Sekjaer***, ***Helle Thilo***. *Back row (l-r):* ***Dorte Toft***, ***Jesper Troelstrup***, ***Kim Marquart***, ***Klavs Andersen***, ***Magnus Bredsdorff***, ***Torben Simonsen*** *and* ***Rune Michaelsen***.

10+ years

Claudiney Santos, 23 • Diane Utano, 21 • Michael Masters, 18 • Stephen Josselyn, 17 • Rick Ciliberto, 17 • Micaela de Almeida, 16 • Birgit Götz, 16 • Klaus Uhe, 15 • Andrea Kühler, 14 • Klaus Andersen, 14 • Mary Gibbons, 14 • Julien Potter, 14 • Helene Fily, 13 • Gary Clark, 13 • Marianne Kraus, 13 • Deborah Guilfoyle, 13 • Lucinda Borovick, 12 • Karen Timmons, 12 • Lars Dahmén, 12 • Allison Stamm, 12 • Mary Lester, 12 • Mary Ann Doolin, 11 • Piero Todorovich, 11 • Chip Zaborowski, 10 • Silvia Krammer, 10 • Stephanie McCann, 10 • John Watts, 10

Making headlines

Who cares if Linux has a tiny share of the operating system market? It's got buzz, and that means a small company that simply distributes and supports the hot OS, and decides to go public, can see its share value rise nearly 700 percent in the first day of trading. VA Linux Systems Inc. sets a record for a first-day percentage gain on Wall Street.

IDG launches the TechInformer Micro-Network, (www.techinformer.com), the "Thinking Internaut's Guide to the Tech Industry." The theme- and profile-driven network for IT industry enthusiasts, features research, media reviews, columnists and news articles that are updated daily alongside related interactive elements such as polls, forums, Q&As and more. Content is drawn from numerous IDG Web sites as well as from content partners such as *FEED Magazine*.

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